

2125
B. Voc. (Retail Management) FYUP
Third Semester
BRM-301: Customer Relationship Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

1. Attempt any four of the following questions:-

- a) How has CRM evolved from simple customer databases to modern AI-driven systems?
- b) How does innovation contribute to enhancing product and service value?
- c) How does centralized CRM database improve information accessibility for employees?
- d) How do social media platforms help businesses build and maintain relationships with customers?
- e) What are most effective strategies for customer win-back programs using CRM?
- f) What are main goals of relationship marketing for modern businesses?

UNIT - I

- II. Explain various strategies followed in CRM. How do these strategies contribute to competitive advantage?
- III. Discuss the challenges faced by Indian companies in implementing CRM systems.

UNIT - II

- IV. How CRM has transformed the nature of marketing and customer services? Explain.
- V. Discuss the emerging trends in marketing through CRM in the digital era.

UNIT - III

- VI. Examine the strategic importance of monitoring customer relationship risk in long term CRM success.
- VII. Explain the concept of Customer Life Cycle and its major stages.

UNIT - IV

- VIII. Explain how CRM helps in influencing consumer buying behavior at various stages.
- IX. Discuss the major technology-related issues in implementing CRM systems.

x-x-x

2125

B. Voc. (Retail Management) FYUP
Third Semester
BRM-302: Human Resource Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

I. Attempt any four of the following:-

- a) Describe Human Resource Management (HRM) and mention two definitions.
- b) Define Human Resource Planning (HRP) and state two of its main features.
- c) Elucidate, "recruitment" and give one or two definitions.
- d) What is "induction" (orientation) of employees? List two objectives of an induction programme.
- e) Brief explain what is meant by "development" (in HRM) and how is it different from training?
- f) Suggest two strategies to enhance the effectiveness of performance appraisal systems.

UNIT - I

II. Critically examine the importance of HRM for an organisation and its limitations. Also discuss how modern HR managers are challenged by technological change, globalisation and workforce diversity.

III. Define job design, discuss its objectives and elaborate on the techniques of job design (such as job rotation, job enlargement, job enrichment, job simplification).

UNIT - II

IV. Precisely evaluate how emerging technologies and changing workforce expectations are reshaping recruitment and selection practices. Discuss implications for HR managers and future challenges.

V. Discuss the various methods of selection used by organisations (written tests, psychometric tests, interviews, assessment centres, simulation exercises) and evaluate when each method is appropriate.

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UNIT - III

- VI. Explain in detail the concept of placement: define, discuss its significance, and examine the problems that occur when placement is not effectively managed in an organisation.
- VII. Expound the various types of training with a detailed discussion on on-the-job training and off-the-job training methods. Provide examples and analyse their advantages and limitations.

UNIT - IV

- VIII. Compare and contrast traditional and modern methods of performance appraisal, highlighting their advantages and limitations.
- IX. Examine the benefits and challenges of adopting computerized HRIS, and how it impacts HR operations.

Exam. Code: 8003
Sub. Code: 40009

2125
B. Voc. (Retail Management) FYUP
Third Semester
BRM-303: Management Information System

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

I. Attempt any four of the following:-

- a) Define the term "Information System."
- b) Write two limitations of a computerized MIS.
- c) What are communication channels in MIS?
- d) Explain ERP with an example.
- e) What is the difference between MIS for marketing and MIS for finance?
- f) Mention two benefits of using MIS in logistics and inventory control.

UNIT - I

- II. Define MIS. Discuss its importance and functions in managerial decision-making.
- III. Explain the different approaches to MIS development with examples.

UNIT-II

- IV. Describe the concept and components of MIS and Operations Research. How does it help in decision-making?
- V. Explain the differences between MIS, DSS, and Executive Information Systems (EIS).

UNIT - III

- VI. Explain how computers and communication technologies have transformed MIS.
- VII. What are Inter-organizational Information Systems? Explain their role in improving efficiency and competitiveness.

UNIT - IV

- VIII. Discuss MIS for research and production functions.
- IX. How can MIS contribute to market development and customer relationship management?

x-x-x