

TILAK MAHARASHTRA VIDYAPEETH
(Department of Distance Education)

M.Com. (II year) Home Assignment – May 2011-12

Subject: CRM & Retailing- III

Subject Code:- MC-203

Instructions:

- 1) All questions carry equal marks (16 marks each)**
- 2) All questions are compulsory**

1. Explain the significance of 'Relationship Marketing' with respect to 'services', 'consumer markets' as well as 'buyers & sellers' with suitable examples.
2. What is the role of 'Information Technology' in strengthening and managing 'customer relationships'?
3. What is the significance and importance of 'Retailing'? Differentiate between 'store' and 'non-store' retailing.
4. Explain the importance of 'Stores design' in 'Store administration and floor space management'.
5. How is CRM useful in 'retailing' and how is 'in-store promotions/events' managed?
6. How does 'Retail Supply Chain Management' help in 'vendor development', 'inventory planning' and managing 'Logistics'?