

Reg. No. :

D 636

Q.P. Code : [10 DMB.LM 151]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Second Year

Logistics and Supply Chain Management

RETAIL MARKETING AND CRM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss the various approaches of Retail Marketing.
2. Define Value of a Customer. Explain the identification of Customer needs.
3. Briefly explain the traditional Media in Retail Marketing.
4. Write a detailed note on Copywrites for Retailers.

5. Explain the following: (a) Merchandising Management, (b) Retail Space Management, (c) Retail Pricing and (d) Retail Promotion Strategy.
 6. What do you mean by CRM? Explain the concept of CRM.
 7. Describe the various methods of CRM Packages.
 8. Discuss the components of a CRM. Explain the operational issues in implementing CRM.
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