TILAK MAHARASHTRA VIDYAPEETH
(Department of Distance Education)

M.Com. 1st Year, (Semester II)

Home Assignment – May 2014

Subject: Customer Relationship Management and Retailing
(CRM & Retailing)

Subject Code: - MCM – 203

Instructions:
1) All questions carry equal marks (8 marks each)
2) Attempt any 5 questions

1. What is CRM? Explain its significance?

2. How is relationship marketing is useful for mass marketing

3. Explain the role of information technology in CRM.

4. Explain the Eight components of Relationship Marketing.

5. What are the objectives of a store design?

6. Explain the meaning and features of supply chain.