TILAK MAHARASHTRA VIDYAPEETH
(Department of Distance Education)
M.Com (2nd Year) Home Assignment – May 2013-14
Annual Pattern
Subject: CRM & Retailing
Subject Code: - MC- 203

Instructions:
1) All questions carry equal marks (16 marks each)
2) Attempt any 5 questions

1. Explain the significance of Relationship Management in the Indian context.
2. “Information Technology has helped in building, maintaining and enhancing profitability, design and analysis”. Explain.
3. Differentiate between Store Retailing and Non-Store Retailing with suitable examples.
4. Describe how the store design as well as its layout is essentially important in efficient handling of a retail business unit.
5. “Retail Supply Chain Management has become a critical function in today’s business in maintaining the logistics efficiently”
6. How are the in-store promotions and events handled by retailers for attracting large customers base?