



**BRAINWARE UNIVERSITY**

**Term End Examination 2018-19**

**Programme –Master of Business Administration**

**Course Name –Retail Branding and Customer Relationship Management**

**Course Code – RM401**

(Semester – 4)

**Time allotted:3 Hours**

**Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group –A**

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) In a Retail format Brand Loyal Customer
    - a. Does not change his brand
    - b. Changes his brand frequently
    - c. Changes his brand regularly
    - d. None of these
  - (ii) Fundamental purpose of a brand is to
    - a. Give a unique identity to a product
    - b. Give a common identity to a product
    - c. Increase the value of the product
    - d. Decrease the value of the product
  - (iii) A Retail Brand is marketed by
    - a. Retailer
    - b. Wholesaler
    - c. Dealer
    - d. Distributor
  - (iv) Retail Brand is also sometimes known as
    - a. Public Brand
    - b. Private Label Brand
    - c. Ethical Brand
    - d. All of these

- (v) Select the right statement
- |  |  |
|--|--|
| a. All Public Brands are Retail Brand        | b. All Private Label Brands are not Retail Brand |
| c. All Private label Brands are Retail Brand | d. None of these                                 |
- (vi) Retail Brand Positioning is a part of
- |                          |                               |
|--------------------------|-------------------------------|
| a. Retail Brand Building | b. Wholesale Branding Process |
| c. Both a and b          | d. None of these              |
- (vii) Customer Relationship Management is applied with
- |                                |                           |
|--------------------------------|---------------------------|
| a. Long Term Perspective       | b. Short Term Perspective |
| c. Very Short Term Perspective | d. None of these          |
- (viii) Acquiring is a phase of
- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| a. Customer Retaining Management  | b. Customer Relationship Management |
| c. Customer Revolution Management | d. None of these                    |
- (ix) Customer Retention is one aspect of measuring the effectiveness of
- |                                     |                                  |
|-------------------------------------|----------------------------------|
| a. Customer Relationship Management | b. Customer Retaining Management |
| c. Customer Retaining Method        | d. None of these                 |
- (x) The first step of Customer Relationship Management is
- |            |                  |
|------------|------------------|
| a. Acquire | b. Enhance       |
| c. Retain  | d. None of these |

### Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- |   |   |
|---|---|
| 2. Define Retail concept with suitable example.   | 5 |
| 3. Identify the relationship between brand loyalty and brand equity with reference to retail with suitable example. | 5 |
| 4. Illustrate the selection process of Retail Brand in short with suitable example.                                 | 5 |
| 5. Briefly explain the role of employees in Retail Branding.  | 5 |
| 6. Evaluate the effectiveness of Customer Relationship Management in Retail Sector                                  | 5 |

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- |     |   |    |
|-----|---|----|
| 7.  | Interpret the concept and pros and cons of brand evolution, brand value and brand potential in Indian Retail Sector with appropriate example.                     | 15 |
| 8.  | Interpret the concept of brand planning in Indian Retail Sector with reference to segmenting, targeting and positioning.  | 15 |
| 9.  | Assess the effectiveness and necessity of Customer Relationship Management in Indian Business context.  | 15 |
| 10. | Evaluate the role and impact of Customer Relationship Management in developing the brand loyalty for the retail brand in the context of Indian Retail Industry.   | 15 |
| 11. | (a) Appraise the necessity of introducing Customer Relationship Management in case of a monopoly market in Indian scenario with proper logic and suitable example | 6  |
|     | (b) Compare between the importance of Customer Relationship Management in organized retail sector and in unorganized retail sector.                               | 9  |

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