

account.

- Q.30 Differentiate between the empathy and sympathy.
- Q.31 Write a note customer loyalty.
- Q.32 Give 5 tools of CRM.

SECTION-D

Note: Long answer type questions. Attempt any three questions out of four questions. (3x10=30)

- Q.33 Explain the meaning process & the role of CRM?
- Q.34 Diagrammatically explain the framework of customer value proposition and write down four steps of effective customer service problem.
- Q.35 Define strategy. Explain the process of building strategy for customer relationship.
- Q.36 Write down the method and strategies for building customer loyalty?

No. of Printed Pages : 4

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5th Sem. / DBM

Subject : Costumer Relationship Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.1 Customer relationship management is about _____.(right consumer/production)
- Q.2 CRM technology can help in _____.
(Developing new price/advertising)
- Q.3 The main drawback of CRM is stalking and not wooing customers. (T/F)
- Q.4 Culture is the fundamental determinants of persons 'want. (T/F)
- Q.5 Social economic system classifies urban households into eight categories.(T/F)

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- Q.6 Social class is indicated by _____ variables.
(single/several)
- Q.7 Company's customer relationship capital is another name of satisfies customer.(T/F)
- Q.8 Write one technique of direct marketing.
- Q.9 Write one example of demographics.
- Q.10 Expand e-CRM_____.

SECTION-B

Note:Very Short answer type questions. Attempt any ten questions out of twelve questions(10x2=20)

- Q.11 List two needs of CRM.
- Q.12 Define sympathy.
- Q.13 Define value equation.
- Q.14 Write only 2 points of process of CRM.
- Q.15 What is customer satisfaction?
- Q.16 What is value proposition?
- Q.17 Write only 2 points of process of developing customer strategy.

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- Q.18 Define consumer.
- Q.19 What is the concept of CRM?
- Q.20 Explain value Chain.
- Q.21 What is public relation?
- Q.22 What is customer retention?

SECTION-C

Note:Short answer type questions. Attempt any eight questions out of ten questions. (8x5=40)

- Q.23 What is the importance of public relations in retailing?
- Q.24 Explain the value chain system in detail.
- Q.25 What is the process of customer retention?
- Q.26 What is the importance of the study of empathy?
- Q.27 Briefly explain the factors effecting the brand loyalty.
- Q.28 Describe in short the factors responsible for customer satisfaction.
- Q.29 Explain the framework of emotional bank

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