

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 What are the challenges in acquiring and retaining customers?
- Q.4 Discuss the CRM implementation issues?
- Q.5 What is the meaning of relationship value of customers? Also describe the factors that influence relationship value.
- Q.6 i) Discuss the role of CRM in financial services.
ii) Distinguish Empathy V/s Sympathy.
- Q.7 Describe contributing discipliners for CRM.

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Roll No.

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6th Sem. / DBM, DBM (IPM)

Subject : Customer Relationship MGT

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define customer Relationship Management.
b) Customer Retention.
c) Define Sympathy.
d) What is customers profile?
e) Customer life time value.
f) Define Emotional Bank Account.
g) Concept of Building rapport.
h) What do you understand by Relationship Marketing.
i) Is customer Always Right? (Yes / No)

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- j) Define Customer Life Cycle.
- k) Human needs and wants.
- l) Customer loyalty.
- m) Define customer loyalty programmes.
- n) Concept of Customer Asset.
- o) Analytical CRM.
- p) Business-to-Business CRM.
- q) Define Data warehousing.
- r) Concept of the value Equation.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

- Q.2
- i) Significance of CRM to the stakeholders.
 - ii) What are the hurdles in managing customer relationship?
 - iii) How does relationship marketing benefit customers?

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- iv) Scope of CRM in a mobile store.
- v) Discuss about four C's of CRM.
- vi) State different types of customer loyalty programmes.
- vii) Evolution of Customer Relationship Management.
- viii) How will you address human needs?
- ix) "Good CRM create best customer". Comment.
- x) How would you value customers through emotional bank account?
- xi) Give a note on 'Service propositions to customers'.
- xii) What are different aspects of customer profile?
- xiii) Why CRM is organization's biggest asset?
- xiv) Relationship between CRM and technology.
- xv) Describe "Customer profitability segmentation".

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