

54BB2 (100) / CRM / 65

Q. P. Code: 34229

Duration- 2 ½ Hrs

Marks: 75

- Notes- 1) All questions are compulsory subject to internal choice
2) Figures to the right indicate marks

Q.1 [A] Multiple Choice Questions: (Any 8 out of 10)

[08]

- a) _____ customers are most trend oriented & product focused.
(i) Undaunted Striver
(ii) Savvy Maximiser
(iii) Content Streamer
- b) _____ is a business strategy that focuses on 'Single Point of Sale' transaction.
(i) Relationship Marketing
(ii) Transactional Marketing
(iii) Permission Marketing
- c) _____ Module is to run different marketing programs in the organisation.
(i) Computer Telephony Integration
(ii) Mobile CRM
(iii) Enterprise Marketing Automation
- d) Data refers to the collection of _____.
(i) Raw facts & figures
(ii) Final information
(iii) Business view Data
- e) Transactional Analysis was developed by _____, an American Psychiatrist in the 1950s.
(i) Peter Drucker
(ii) Dr. Eric Berne
(iii) Dr. Williams
- f) There are _____ E's in E-CRM.
(i) Four
(ii) Eight
(iii) Six
- g) Quality = Customer's Perception - _____.
(i) Customer Expectations
(ii) Loyal Customers
(iii) Customer Dissatisfaction
- h) The Cost of any CRM solution must be considered both in terms of _____.
(i) Internal Cost & External Cost
(ii) Hard Cost & Soft Cost
(iii) Long Term Cost & Soft Term Cost

- i) _____ being the central authority gives guidelines for implementation of CRM in insurance sector.
- (i) RBI
 - (ii) LIC
 - (iii) IRDA
- j) _____ is the ability to caller from the phone queue to the next available agent.
- (i) Call Routing
 - (ii) EPOS
 - (iii) Cyber Agent

Q.1 [B] State True or False (Any 7 out of 10)

[07]

- a) Operational CRM provides support to 'Front Office' business processes.
- b) Interruption marketing refers to any marketing activity that 'interrupts' a viewer's attention.
- c) Computer Telephony Integration is the process that works as a supporting system for the service staff & managers to achieve their work related objectives.
- d) Data integration refers to the data that is created and updated within the operational system.
- e) Electronic Point of Sale allows organisation to contract with its customers in the medium of their choice.
- f) E-CRM takes marketing techniques and concepts, and applies them through the electronic medium of the internet.
- g) The gap model is also known as the '5 gaps Model' of service quality.
- h) Effective customer segmentation can be possible without multi-dimensional customer view.
- i) CRM is not supportive to General Insurance companies.
- j) CRM is a place where the financial services are offered such as checking, savings and providing credit to the customers.

Q.2 A] Define CRM. Explain the features of CRM.

[8]

B] Distinguish between Relationship Marketing & Transactional Marketing.

[7]

OR

P] Elaborate the concept of Customer Value Management.

[8]

Q] Discuss Seven C's in CRM.

[7]

Q.3 A] What are Six E's of E-CRM?

[8]

B] What are various benefits of implementing CRM system in business?

[7]

OR

P] Discuss service automation in CRM.

[8]

Q] What is Data Management? Explain features of qualitative data.

[7]

- Q.4 A] Explain the process of developing Market Intelligence Enterprise. [8]
B] What are various types of cost incurred in implementation of CRM? [7]
OR
P] State various Service Quality gaps. [8]
Q] Explain Walker Customer Loyalty Matrix in detail. [7]

- Q.5 A] What is role of CRM in insurance companies? [8]
B] State various guidelines given by RBI for CRM in banks. [7]

OR

- Q.5 C] Write Short Notes (Any 3) [15]

- a) Causes of high failure rate of CRM
- b) Electronic Point of Sales
- c) Benefits of CRM implementation in Bank
- d) Contact Management
- e) Data Reporting
