

54BBZ

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NOTE: All questions are compulsory

Figures to right indicate full marks.

Q.1 A) Fill in the blanks with appropriate words (any eight) 08

1. There are _____ E's in E-CRM.
(six, nine, eight)
2. The cost of any CRM solution must be considered both in terms of _____.
(hard and soft, Internal and external, long and short term)
3. _____ is the process that works as a supporting system for the service staff and managers
to achieve their work related objectives.
(service automation, Computer Technology Integration, Mobile CRM)
4. _____ enables service staff to review their workload, to do list and priorities as directed
by their manager and to report back on progress and issue resolution.
(Activity Management, CRM, Service automation)
5. An _____ is a business that provides computer-based services to customers over a network.
(Application service provider , Interactive Voice Response, contact centers)
6. _____ play significant role to generate revenue, control, costs and mitigate risks.
(Data management, Data control, Data integration)
7. Purchasing CRM software normally involves a cost for the _____ and incremental per user fee and recurring annual maintenance fee.
(Software, Hardware, material)
8. _____ is an automated telephony system that interacts with callers, gathers information and routes calls to the appropriate recipient.
(Computer Technology Integration, Mobile CRM, Interactive Voice Response)
9. _____ is generated from data warehouse, Business views are calculations or summaries compared over period of time.
(Business view Data, Reference Data, Data Integration)
10. _____ is an integrated online sale, marketing and service strategy that is used to identify, attract and retain organization's customers.
(E-CRM, E- Marketing, M-marketing)

B) State whether following statements are True or False (any seven) 07

1. Internet banking /email /ATM /Data warehousing are some of the techniques used by e-CRM in banks
2. Prof. Paul Greenberg is called a father of CRM
3. CRM is a strategy which is customized to managed only new customer in organization
4. The beginning of the 90s brought the major step toward the CRM software
5. Cross selling is the action or practice of selling and addition product or service to an existing customer
6. E-CRM and CRM are one and the same.
7. E-CRM is an advance version which uses web, e-mail for interaction with customers.
8. ACD facilitates controlling and distributing of telephone calls which comes in department
9. Cross selling and yup selling lead to acquisition retention of customers
10. E-CRM is only online selling.

Q.2 A) Define CRM and explain its advantages and disadvantages 08

B) Explain in detail customer value management cycle? 07

OR

C) Explain seven C's in CRM? 08

D) Explain in detail about CRM process framework? 07

Q.3 A) Explain Mobile Customer Relationship Management (MCRM) and its advantages 08

B) Explain various service automation strategies in CRM? 07

OR

C) Explain implementing Technology based CRM solution? 08

D) Explain CRM software solutions for B2C and B2B. 07

Q.4 A) State various Service Quality gaps. 08

B) Explain Walker Customer Loyalty Matrix in detail. 07

OR

C) Explain the process of developing Market Intelligence Enterprise. 08

D) What are various types of cost incurred in implementation of CRM? 07

Q.5 A) Explain contact management and organizational benefits from contact management? 08

B) Explain in detail various winning strategies through implementation of CRM in banks?07

OR

Write short notes (any three)

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1. Call routing
 2. Causes of high failure rate of CRM
 3. Service automation in CRM
 4. e-CRM in Insurance
 5. Data Warehouse
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