

Duration – 2 ½ hours

Marks– 75

NOTE-1) All the questions are compulsory.

2) Figures to the right indicate full marks.

Q.I (A) Multiple choice questions:(any 8)

(8)

1. Customer Relationship Management is about
    - i) Acquiring the right customer ii) Instituting the best processes iii) Motivating employee's
    - iv) acquiring customers, instituting and motivating employees
  2. A consumer buying behavior is influenced by
    - i) cultural & social factors ii) personal factors iii) cultural, social & personal factors
    - iv) organizational factors
  3. \_\_\_\_\_ is a component of CRM?
    - i) people ii) technology iii) information iv) all of the above
  4. Calls from customers regarding their queries, problems and suggestions are \_\_\_ calls.
    - i) inbound ii) outbound iii) directional iv) horizontal
  5. In \_\_\_\_\_ seller seeks to persuade the customer to purchase additional product or /and more expensive products in order to make a larger total sale.
    - i) Customer management ii) upselling iii) Cross-Selling iv) banc assurance
  6. \_\_\_\_\_ exists when perception > expectation.
    - i) Customer satisfaction ii) customer dissatisfaction Iii) customer delight iv) customer engagement
  7. \_\_\_\_\_ is a central point in an enterprise from which all customer contacts are maintained such as e-mails, newsletters, chats etc.
    - i) call center ii) contact center iii) customer care center iv) development center
  8. \_\_\_\_\_ refers to a technology that allow organization to identify the location of customers at a particular point in time.
    - i) near field communication ii) location based services iii) Augmented Reality
    - iv) artificial intelligence
  9. The process of forecasting contact center workloads and then scheduling agents to handle the workload is known as \_\_\_.
    - i) CRM ii) call scripting iii) workforce management iv) relationship marketing management.
  10. \_\_\_\_\_ is a business statement that summarizes why a customer should buy a particular product.
    - i) customer value proposition ii) customer lifetime value iii) customer care value iv) company profit chain
- Q.I. B) State whether the given statements are true or false: - (answer any 7) (7)
1. Customer retention is the first step in CRM strategy cycle.
  2. Service quality gap indicates the difference between the service expected by customers and the service they actually receive.
  3. Sales force automation involves converting manual sales activities to electronic processes through the use of various combinations of hardware and software applications
  4. Personalization consists of tailoring a service or product to accommodate specific individual needs.
  5. Customer engagement is not a customer retention strategy.
  6. Data reporting is a written script that has correct wordings and assist an agent in handling a contact.
  7. Event based marketing is also known as trigger marketing.
  8. Data profiling helps to plan and get qualitative information.
  9. Customer lifetime value (CLV) is the result of cumulative net returns received over the lifetime of customers

**Paper / Subject Code: 46013 / Marketing: Customer Relationship Management**

Q.II

- A. What is relationship marketing management? Explain various relationship development strategies. (8)  
B. Briefly explain the different barriers in implementing effective CRM (7)  
(OR)  
C. Define CRM. Explain the different profitability segments (8)  
D. Write a note on service level agreement (7)

Q.III

- A. Discuss the customer profitability and value modelling. (8)  
B. Explain the concepts of event based marketing and web based self-service. (7)

(OR)

- A. Explain the different types of data. (8)  
B. What is call routing? Explain the different types of routing techniques. (7)

Q.IV

- A. Describe the steps involved in implementation of CRM. (8)  
B. Discuss the objectives of CRM strategy. (7)

(OR)

- C. Explain the concept of knowledge management. (8)  
D. Explain B2B and sales in CRM. (7)

Q.V

- A. Explain the features of E-CRM (8)  
B. Explain the software App for Customer Service (7)

(OR)

Write Short notes on the following (Answer Any 3) (15)

1. E-mail response system
2. Social Networking and CRM
3. Levels of E-CRM
4. Ethical issues in CRM
5. Recent trends in CRM

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