TYBMS: Customer Relationship Management

(2 ½ Hours)   Marks : 75

NOTE- i) All the questions are compulsory subject to internal choice.
ii) Figures to the right indicate full marks.

Q.1 A) Multiple choice questions: (Answer any 8)   (8)

i) Long term CRM involves _____ operational cost.
a) high   b) low   c) medium   d) none

ii) _____ means transferring the call to the available agent to reduce the waiting time of the customers.
a) call routing   b) call scripting   c) personalization   d) channel optimization

iii) _____ is an act of selling additional products to customers.
a) cross-selling   b) upselling   c) both a & b   d) none

iv) _____ is a method of recommending products or services to customers on websites.
a) clickstream analysis   b) online analytical process   c) collaborative filtering
d) Traffic analysis

v) A service level agreement(SLA) is a tool for building _____ relationship with high value customers.
a) formal   b) informal   c) shared   d) none

vi) _____ is the heart of selling process.
a) customer delight   b) customer satisfaction   c) customer retention   d) customer loyalty

vii) _____ is also known as opportunity management.
a) customer relationship management   b) lead management
c) contact management   d) knowledge management

viii) Privacy laws protect the interest of _____
a) customers   b) employees   c) organizations   d) all

ix) _____ relationship exists when a customer has tried a product for the first time.
a) acquaintance   b) friend   c) partner   d) stranger

x) _____ are calculations or summaries of historical information that often compares trends over times.
a) business view data   b) warehouse data   c) transaction data   d) reference data

Q.1. B) State whether the given statements are true or false:- (Answer any 7)   (7)

i) Win back is the first stage in the CRM strategy cycle.
ii) Cyber agents are viable means of providing basic customer support.
iii) Event based marketing is also known as trigger marketing.
iv) Calls made by customers to the call centres is a part of inbound communication.

v) Service delivery GAP 4 is a communication gap.

vi) Customer value management(CVM) is also known as customer value added approach.

vii) CRM strategy focuses only on creation of valuable customers.

viii) E-CRM is derived from e-commerce.

ix) Cloud computing software is efficient means for collecting customer data.

x) CRM maintains relationship with customers by frequent contacts so as to obtain their maximum data.

Q.2

a) Explain SLA and main elements of good SLA? (8)

b) Explain the challenges and barriers in implementing CRM. (7)

OR

c) Write a note on Service level Agreement (8)

d) Define CRM and explain its components in detail (7)

Q.3.

a) What is Data Management? Discuss different types of Data? (8)

b) Discuss Customer Profitability and value Modelling (7)

OR

c) What are the quality issues identified in the data. (8)

d) Explain customer retention and methods to improve customer retention? (7)

Q.4.

a) Write in detail the steps for implementing a CRM program (8)

b) What are the complexities of CRM strategy (7)

OR

c) Explain CRM Strategy Cycle (8)

d) Explain the concept of Knowledge Management (7)

Q.5. a) Explain the features of E-CRM (8)

b) Explain the software App for Customer Service. (7)

OR

Q.5. c) Write Short notes on the following (Answer Any 3) (15)

i) E-mail response system

ii) Social Networking and CRM

iii) Levels of E-CRM

iv) Ethical Issues in CRM

v) Recent trends in CRM