

Roll No.

Total No. of Questions : 13]

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Paper ID [B0249]

(Please fill this Paper ID in OMR Sheet)

MBA (MB-555) (S05) (LE) (Sem. - 4th)

CUSTOMER RELATIONSHIP MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) Relationship Marketing.
- b) Mobile Banking.
- c) Strategy Vs Planning.
- d) Customer Delight.
- e) B2B.
- f) E-Marketing.
- g) B2C.
- h) Publicity.
- i) Customer Satisfaction.
- j) Interactive Marketing.
- k) ICT.
- l) Direct Sales.
- m) Grievances and Feed Back.
- n) CRM Strategy Intent.
- o) Customer Retention.

A-478

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Section - B

(9 × 5 = 45)

- Q2)** “CRM is emerging as a most important factor affecting business growth”. Explain the statement.
- Q3)** What are the challenges in acquiring and retaining customers?
- Q4)** Write a note on CRM Strategy and planning process.
- Q5)** Write a note on practices of CRM followed in any of the private sector banks.
- Q6)** What is the role of technology in CRM?
- Q7)** Explain the process of CRM implementation.
- Q8)** What is market based analysis?
- Q9)** What is customer learning relationship?
- Q10)** Differentiate between E-CRM and CRM.
- Q11)** What do you mean by Sales Force Automation? What are the advantages of sales force automation?
- Q12)** Discuss the forces that drive CRM.
- Q13)** Differentiate between partner Relationship Management and Customer Relationship Management. What is the necessity of CRM? Discuss.

