

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

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