

Time : 2.30 hours

Marks 75

Notes: 1. All questions are compulsory subject to internal choice.

2. Figures to right indicates full marks

Q.1) A. Fill in the blanks with suitable answer. (any eight) 08

1. The cost of any CRM solution must be considered both in terms of _____ .
(hard and soft, Internal and external, long and short term)
2. _____ 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)
3. _____ 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)
4. An _____ is a business that provides computer-based services to customers over a network. (Application service provider , Interactive Voice Response, contact centers)
5. _____ play significant role to generate revenue, control, costs and mitigate risks.(Data management, Data control, Data integration)
6. Purchasing CRM software normally involves a cost for the _____ and incremental per user fee and recurring annual maintenance fee.(Software. Hardware, material)
7. _____ 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)
8. _____ is generated from data warehouse, Business views are calculations or summaries compared over period of time.(Business view Data, Reference Data, Data Integration)
9. _____ 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)
10. There are _____ E's in E-CRM.(six, Nine, eight)

Q.1) (B) True or False (any 7 out of 10) (7)

1. Vision of CRM as a single system is providing support to the whole business.
2. CRM works on decreasing customer loyalty.
3. Profit per customer help to measure customer value.
4. CRM is customer focus strategy to increase customer satisfaction and customer loyalty.
5. Permission marketing is the way to make advertising work effectively.
6. Transactional marketing does not focus on single point of sale.
7. savvy maximiser customers makes impulsive decisions.
8. Analytical CRM provides support to front office business processes.
9. Undaunted striver customer stands out as being the most trend oriented and product focused.
10. CRM works on increasing customer loyalty.

Q.2) A) Define CRM, its advantages in banking & insurance industry and categories of customers? 15

OR

Q.2) P) what are the various goals of CRM? 08

Q.2) Q How to win market through effective implementation of CRM? 07

Q.3) A) what is technology based CRM solution its features and advantages? 15

OR

Q.3 P. Elaborate Data base Marketing strategies? 08

Q.3 Q. Explain the Application Service Provider and its advantages? 07

Q.4. A. Explain E-CRM and its advantages and disadvantages? 15

OR

Q.4. P. Explain the concept of customer service and three key elements of customer service? 08

Q.4 Q. Explain Cost benefits analysis in implementation of CRM? 07

Q.5) A) Explain the classification call centers and components of call centers? 15

OR

Q.5) B) write short notes on any three of the followings 15

- 1) Relationship Marketing
- 2) Customer value management
- 3) Service automation in CRM
- 4) CRM in Insurance
- 5) Multimedia contact center