

Time: 2 ½

Marks: 75 Hours

Instructions: All Questions are Compulsory.

Figures to the right indicates maximum marks

Q.1. A) Multiple Choice Questions (Answer Any Eight) (8)

1. A buyer who yields revenue which exceeds by an acceptable amount of cost is called as a _____ customer. (Loyal, integral, profitable, none)
2. Technology, process and people are the pillars of _____ management. (Knowledge, Lead, Contact, None)
3. Collective handling of letters, faxes and e-mails at one location is known as a _____ centre. (call, contact, inbound, none)
4. Customer Gap is a gap between customer expectation and _____. (perception, satisfaction, loyalty, none)
5. Order tracking, product configuration is a _____ centred service. (customer, producer, wholesaler, retailer)
6. _____ are the elements of SLA. (Accountability, Performance, Remuneration, All of the Above)
7. _____ based routing routes incoming calls based on the customers location. (location, performance, skills, least occupied)
8. _____ is the heart of selling process. (Customer delight, customer satisfaction, customer retention, customer loyalty)
9. The act to changing one brand of product to other is called as _____. (Brand Equity, Brand Switching, Brand Loyalty, None)
10. _____ involves planning and organizing a service technician's activity plan for a particular time period. (Queuing, Routing, Scheduling, None)

Q1) B) State whether True or False (Attempt Any Seven) (7)

1. Social networking helps to connect with new prospects.
2. Forecasting of workload and required staff is part of workforce analysis.
3. CVM model creates value for customers by providing superior quality products at affordable prices.
4. E-CRM provides a centralized knowledge base that handles and shares customer information.
5. Language is a barrier for effective implementation of global CRM.
6. Warehouse data describes business events.
7. Customer value is a function of cash flow, profitability and customer service.

- 8.The SLA should include a detailed description of various services.
- 9.Traffic analysis and e-commerce analysis are the two levels of click stream analysis.
- 10.Relationship marketing is cross-functional marketing.

Q2) a) Explain the benefits of CRM to customers as well as organizations.

b) Define CRM, Explain its objectives.

(or)

c) Explain Service Level Agreement? Explain its elements?

d) What do you mean by CRM? Explain types of CRM?

Q3) a) What do you mean by brand switching ?Discuss the reasons for the same.

b) Explain components of call centres.

(or)

c) Explain Customer retention, write in detail about the need for customer retention?

d) Write in detail about the types of Data Analysis?

Q4) a) Explain Service Gap model.

b) What are the objectives of CRM strategy?

(or)

c) Discuss the strategies to fill the service gaps.

d) Explain CRM strategy cycle.

Q5) a) Elaborate on the recent trends in CRM

b) Discuss the privacy issues in CRM and solutions for the same.

(or)

Q5) c) Short Notes (Any 3)

1. Benefits of E- CRM

2. Contract Management.

3. Opportunities for CRM

4. Email Response management System

5. Steps in Implementation of Mobile CRM.
