

Time : 2 ½ hrs.

Marks : 75

Note : All the questions are compulsory

Q.1A True or False (Any 8)

8

1. Analytical CRM provides support to fort office business processes.
2. Content streamer customer is suspicious of everyone believing that all people are selfish.
3. Prof. Paul Greenberg is called the father of CRM
4. CRM is a strategy that is customised to a managed only new customer in an organisation.
5. Interruption marketing is a way to make advertising work effectively.
6. Web-based CRM software is installed on the services provider's server or partner servers.
7. An application service provider is a business that provides computer based services to customers over a network.
8. Effective customer segmentation is only possible through a multi-dimensional customer view,
9. Good customer service results in consumer satisfaction and returns customers and growth in business.
10. Electronic point of sale allows the organisation to contact with its customer in the medium of their choice.

Q.1 B Match the following. (any 7)

7

A	B
1. Automatic call Distributor	a) Handling Customer information
2. Interactive Voice response (IVR)	b) Billing, inventory and logistics
3. Buyer	c) Add value to data base data
4. Customer value and benefits	d) Advertising work effectively
5. Initiator	e) Monetary Value
6. Customer lifetime value	f) Suggest buying
7. Permission marketing	g) Product
8. Data Augmentation	h) Decision to buy
9. Back end integration	i) Front end
10. Customer management	j) The first point in the contact centre

Q.2 (A) Define CRM with its Types.

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(B) Define Customer and explain the categories of customers

7

OR

(C) Explain the Causes of high failure of CRM

8

(D) Define CRM with its advantages.

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- Q.3 (A) Describe the service automation in CRM? 8
(B) Define IVRS system with its advantages 7

OR

- (C) Define the concept (EMA) Enterprise marketing automation 8
(D) What are the E-CRM techniques used by Banks in India. 7

- Q.4 (A) Define CRM in Bank and explain the winning strategies in CRM in banking 8
(B) Explain the Key components of call centres 7

OR

- (C) What are the winning strategies and processes for effective CRM in Banks? 8
(D) Explain Electronic point of sale (EPOS) 7

- Q.5 (A) Explain the challenges of E-CRM implementation 8
(B) What are the techniques of improving customer service? 7

OR

15

Write short note (any 3)

1. Transactional marketing/ Relationship marketing
2. Six E'S of E-CRM
3. Walkers customer loyalty Matrix
4. Types of Routing
5. Customer life cycle
