

R4BC324

SYBBJ-TV  
CRM ef  
18/3/24

Marks: 75

Duration: 21/2 hrs.

Note: All questions are compulsory

Figures to the right indicate full marks

**Q.1 A True or false ( any 8)**

8.

1. Calls from customer regarding their enquiries problems and suggestions are handled by call center.
2. Good customer service results in consumer satisfaction and return customer growth in the business.
3. Data control is all about understanding your data.
4. Data integration results in single sources of Truth and making it easier for end users to access information.
5. Effective customer segmentation is only possible through a multi-dimensional customer view.
6. Interruption marketing refers to all the marketing activities that interrupt viewers' attention
7. ICR means Automated Intelligent Caller Routing.
8. Choice of Technology depends upon the size and nature of the business.
9. Customers are the most critical asset in a call center.
10. Web based CRM software is installed on the service provider's server or on partner's servers.

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

7

Group A	Group B
1. Knowledge management	a. Access to customer information
2. Cross Selling	b. Bailment of goods
3. CTI	c. Convenience and easy accessibility
4. E-mail	d. Interactive voice Response System
5. IVRS	e. Computer Telephony Integration
6. Internet Banking	f. Interpersonal and Intercompany communication
7. Pledge	g. Selling customer expensive products
8. Up selling	h. Selling additional product to the existing customer
9. Call routing	i. Ability to move callers from the phone queue to the next
10. Account management	j. Centralized knowledge base

Q.2	A	Define Customer and types of Customer	8
	B	Causes of high failure of CRM	7
		OR	
	C	Explain the seven C's of CRM	8
	D	Types of CRM	7
Q.3	A	Web based CRM its features and advantages	8
	B	Call center and components of call center	7
		OR	
	C	Enterprise Marketing Automation and its components	8
	D	Advantages and Disadvantages of Application service provider	7
Q.4	A	Explain Walkers Customer Loyalty metrics	8
	B	Explain the challenges with E-CRM implementation	7
		OR	
	C	Define Contact Management	8
	D	Define E CRM and its advantages to organization	7
Q.5	A	Explain the need of CRM in Insurance	8
	B	What are the types of call routing	7
		OR	
	C	<b>Short Note ( any 3 )</b>	<b>15</b>
		1. CRM Cycle.	
		2. Components of Call center	
		3. Transactional Marketing and Relationship marketing	
		4. Advantages of Mobile CRM	
		5. Technologies used in call centers	

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