QP CODE: 21101994

B.COM DEGREE (CBCS)EXAMINATION, AUGUST 2021

Third Semester

Optional Core - CO3OCT05 - CUSTOMER RELATIONSHIP MANAGEMENT

Common to B.Com Model I Marketing & B.Com Model II Marketing

2017 Admission Onwards

C1E33585

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are the two distinguishable attributes of developing relationship with supplier and customer ?

2. How customer complaints can be sorted out?

3. Why CRM is called an "Oppurtunity of Business?

4. What is Customer Response?

5. Who are discounted customers?

6. What is Test Marketing?

7. Explain E-Mail Marketing.

8. What are the forces driving CRM?

9. What is Customer acquisition?

10. What is KPIs?

11. Mention any 2 business application of CRM.

12. What are called Automated call distribution?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

Turn Over

13. Differentiate Operational CRM,Collaborative CRM and Analytical CRM.

14. What are the steps involved in the implementation of CRM in service organisation?

15. What are the forces driving CRM?Explain the terms.

16. What is CRM startegy?Explain its features.

17. Explain briefly the CRM Evolution process.

18. Explain the common mistakes in customer acquisition staregies.

19. How to measure the CRM Return on Investment?

20. What is a call centre?Explain the components of Call centre.

21. Write notes about any 3 large enterprise CRM.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe the Evolution of CRM in detail.

23. Explain in detail the key principles of CRM

24. How to assess customer profitability management process?

25. Explain the various Monitoring systems of CRM.

(2×15=30)