

Q. P. Code: 34084

Total marks-75

Time: 2hrs30min

N.B. 1) All Questions are Compulsory.

2) Figures to right indicate full marks.

- Q1. a) Define Securitisation and explain its features. (8).
b) Explain the Leasing financing concept and its various types. (7)
OR
c) Explain the services which are offered by merchant bankers. (8)
d) What is Venture Capital Finance? Explain its features. (7)
- Q2. a) Discuss CRM strategies for financial institutions. (8)
b) Elaborate growing importance of CRM. (7)
OR
c) Define CRM. Discuss its various types. (8)
d) Explain how relationship marketing is different from transactional marketing. (7)
- Q3. a) What is market segmentation? Outline the bases for market segmentation. (8)
b) Describe challenges faced by organisation for implementing CRM. (7)
OR
c) Highlight the process for implementing CRM in an organisation. (8)
d) Explain the advantages of CRM to financial institutions. (7)
- Q4. a) Examine Service Quality Gap Model. (8)
b) Define e-CRM and discuss its benefits. (7)
OR
c) Discuss importance of research in CRM. (8)
d) Briefly explain various sources of data collections. (7)
- Q5. Write short note on (Any Three) (15)
a) Hire purchase
b) Demat Account
c) Features of financial Services
d) Origin of CRM
e) Customer survey