6 : 1st half.13-shilpa(c)

Con. 1224-13.

BK-1955

(2 Hours) [Total Marks : 60]

N.B. : (1) **All** questions are **compulsory**.
(2) **Figures** to the **right** indicate **full** marks.

1. (a) Explain 'Leasing'. Discuss its advantages and disadvantages. 8
   (b) State the difference between Factoring and Forfeiting. 7
   OR
   (c) Highlight the application of Customer Relationship Management (CRM). 8
   (d) What is Venture Capital Finance ? State its features. 7

2. (a) Define 'CRM'. State the types of CRM. 8
   (b) What are the challenges in CRM implementation. 7
   OR
   (c) Discuss the strategies for CRM implementation. 8
   (d) What are different sources of Data Collection ? 7

3. (a) What is Market Segmentation ? State the bases of market segmentation. 8
   (b) Explain in detail bases 'Service Quality Gap Model'. 7
   OR
   (c) What is e-CRM ? What are modes of e-CRM ? 8
   (d) Explain the role of customer surveys in CRM implementation. 7

4. Write short notes on (any **three**) :– 15
   (a) Securitisation
   (b) Credit Cards
   (c) Corporate Advisory Service
   (d) Hire Purchase
   (e) Process involved in Market Segmentation
   (f) Advantages of e-CRM.

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