

Sub: Customer Relationship in financial services

150

Ex For
TYBFM
26/4/17

Q.P. Code :00875

[Time: 2½ Hours]

[Marks:75]

N.B:

- Please check whether you have got the right question paper.
1. All Question are compulsory.
 2. Figures to the right indicate full marks.

- Q.1 a) What is Leasing? Discuss various types of Lease Financing.
b) State & explain the merits & demerits of Credit Cards.

(08)

OR

- c) What are the challenges faced by Financial Institutions?
d) Explain the process of Securitization.

(07)

(08)

(07)

- Q.2 a) What are the CRM strategies available to the companies?

(08)

- b) Explain the importance of Relationship Marketing.

(07)

OR

- c) Discuss the advantages of CRM to the Financial Service Industry.
d) Define CRM. Discuss the origin of CRM.

(08)

(07)

- Q.3 a) Explain the steps of Market Segmentation.

- b) Highlights the guidelines for CRM Implementation.

(08)

(07)

OR

- c) What is Segmentation? Explain the basis in Market Segmentation
d) State and explain the guidelines for CRM implementation.

(08)

(07)

- Q.4 a) Explain the Service Quality Gap Model in detail

- b) What is E-CRM? Discuss its benefits.

(08)

(07)

OR

- c) Discuss the various modes of E-CRM.
d) Discuss the role of customer survey in CRM.

(08)

(07)

- Q.5 Write short notes on: (any 3)

- a. Venture Capital
- b. Factoring
- c. Features of CRM
- d. Transactional Marketing
- e. Primary sources of Data Collection.

(15)