

Tym
21

Time : 2^{1/2} Hours

(Marks 75)

NOTE : 1. All Question are Compulsory.

2. Figures to the right indicate full marks.

- Q 1 A) Explain the advantages and disadvantages of Debit cards. 8
B) What is venture capital? State its features 7
OR
C) Explain the concept and process of Factoring. 8
D) What are the qualities of Merchant Banker? 7
- Q 2 A) Explain the features of CRM in detail. 8
B) Define CRM. Discuss its origin. 7
OR
C) Discuss the advantages of CRM in financial service industry. 8
D) Distinguish between transactional marketing and relationship marketing. 7
- Q 3 A) What is Market segmentation? Highlight the techniques of market segmentation. 8
B) Explain the guidelines for CRM implementation. 7
OR
C) Highlight the CRM for high value customers. 8
D) Explain the steps of market segmentation. 7
- Q 4 A) Explain the Service Quality Gap Model in detail. 8
B) Elaborate the various sources of data collection. 7
OR
C) Discuss the various modes of e- CRM. 8
D) Elaborate the role of customer survey in CRM. 7
- Q 5 Write short notes on (Any 3) 15
- a) Corporate advisory services
 - b) Quality assurance
 - c) Benefits of e CRM
 - d) Securitization
 - e) Types of CRM
