

# I.Y.F.M. Customer Relationship Management

VI SEM

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

29/04/13

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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