

26/4/2016  
TY FM Sem-VI

## customer relationship Mgt.

Q.P. Code : 278900

(2½ Hours)

[ Total Marks :75

N.B. : (1) All questions are compulsory.

(2) Figures to the right indicates marks.

1. (a) Define Securitisation. State its importance in financial services. 8  
(b) Highlight the various challenges faced by financial institutions. 7  
OR  
(c) Analyse the benefits of demat services to investors, companies and capital market. 8  
(d) Outline the benefits and draw backs of forfeiting. 7
2. (a) Define CRM. Explain the benefits of CRM to an organisation. 8  
(b) Highlight the application of CRM in detail. 7  
OR  
(c) State the meaning and origin of CRM. 8  
(d) Explain in detail the importance of Transactional Marketing. 7
3. (a) Highlight the process for implementing CRM in detail. 8  
(b) What is the importance of customer market segmentation? 7  
OR  
(c) Outline the various techniques of market segmentation. 8  
(d) Why CRM is a vehicle for value creation ? 7
4. (a) Discuss in detail Service Quality Gap Models. 8  
(b) State the difference between CRM and e - CRM. 7  
OR  
(c) Explain in detail the primary source of data collection. 8  
(d) Define e-CRM. State the various modes of e-CRM. 7
5. Write short note on (Any three) 15
  - (a) Venture Capital
  - (b) Hire Purchase
  - (c) Relationship Marketing
  - (d) Customer Satisfaction Survey
  - (e) Transaction Analysis.