

Please check whether you have got the right question paper.

- N.B: 1. All Question are compulsory.
2. Figures to the right indicate full marks.

- Q.1 a) Define 'Merchant Banking' and explain the qualities required by Merchant Bankers. (08)
b) State and explain the merits and demerits of Debits cards. (07)
OR
c) Distinguish between Factoring and Forfeiting. (08)
d) Discuss the advantages and disadvantages of Venture Capital. (07)
- Q.2 a) What is CRM? and explain its types. (08)
b) Discuss the growing importance of CRM to an organisation. (07)
OR
c) Define 'Transitional Marketing'? Explain its features. (08)
d) State and explain the challenges in the implementation of CRM. (07)
- Q.3 a) Define 'Market Segmentation'? Explain the basis of Market Segmentation. (08)
b) Explain the importance of customer market segmentation for an organization. (07)
OR
c) Highlight the process of Market Segmentation. (08)
d) State and explain the guidelines for CRM implementation. (07)
- Q.4 a) What is service quality? Explain the Service Quality Gap Model. (08)
b) What are components of E-CRM? (07)
OR
c) Discuss the various modes of E-CRM. (08)
d) Explain the various methods of data collection. (07)
- Q.5 Write short notes on: (any 3 out of 5) (15)
a. Lease financing
b. Securitization
c. Recent trends in CRM.
d. Relationship Marketing
e. Importance of Research in CRM.