

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
