

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
