Note 1. All Questions are compulsory
2. Figures to right indicate full marks

Q 1 A) Choose the right answer (5)

a. Which is not type of CRM
I Analytical II. Operational III. Collaborative IV Data Collection

b. Traditional approach is not a
I. Telephone II. Mail III. EPOS IV Personal selling

c. Transactional Analysis concept is given by
I PWC II. MTP III.RVM IV. Eric B'erne

d. MIE model is given by
I. PWC II.RVM III. B2B IV Eric B'erne

e. Yes Bank is India's _____ largest private sector bank
I. First II. Fourth III. Third IV. Second

B) State whether the following statement are True or False (5)

1. CRM is only a software _____
2. Internet Banking is a product of E-CRM _____
3. B2B buyers are rational _____
4. Customer Service = Accountability + Service _____
5. CRM is only for front office use _____

C) Match the following (5)

A	B
a. Right Customer	a. Retain the right customer not every
b. Right Relationship	b. Provide best service
c. Product Centric	c. Potential Customer
d. Right Retention	d. Provide best product
e. Customer Centric	e. Maximize CLTV

Q.2 A) Explain CRM & its types briefly (8)

B) How to win market through effectively implementation of CRM (7)

OR

C) Explain in detail CRM Cycle (8)

D) Comment on past, present & future of CRM (7)

(8)

Q.3 A) Give the reasons for customer switching (7)

B) Explain in detail knowledge management architecture

OR

(8)

C) What are various customer levels of relation strategies? (7)

D) Explain in details benefit of CRM to an organization

(8)

Q.4 A) Explain in details concept of MIE (Management Intelligence Enterprise) (7)

B) State the steps in implementing CRM in insurance companies

OR

(8)

C) Explain service quality GAP model briefly (7)

D) Explain some writing strategies and processes for effective CRM in banks

(15)

Q.5. Write Short note on (any 3)

1. Customer Loyalty
2. Customer Handling
3. Product Centric VS Customer Centric
4. Historical perspective of CRM
5. Transaction Analysis