

- Q1 Answer the Following (Any three) 15
- a) CRM Process Framework.
  - b) Factor Responsible for the growth of CRM in recent years.
  - c) CRM Programs.
  - d) Web Enabled approaches to win the Market through effective implementation of CRM.
  - e) Types of CRM.
- Q2 Answer the Following (Any three) 15
- a) Reasons of Customers switching the product of service.
  - b) Customer Loyalty.
  - c) Phases for implementation of Knowledge Management.
  - d) Benefits of Customer Retention.
  - e) Recall Management.
- Q3
- a) Explain the benefits of CRM to an organization. 8
  - b) State the various types of cost incurred in implementation of CRM. 7
- OR
- c) State the importance of Relationship Marketing in B2B Market. 8
  - d) Explain the framework for deploying CRM in an Organization. 7
- Q4
- a) Explain Service Quality Gap Model. 8
  - b) Outline briefly role of CRM in Banking industries. 7
- OR
- c) Explain in details Transactional Analysis. 8
  - d) Explain four Key reasons for implementing CRM in Insurance Sector. 7

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