

Note – 1. All questions are Compulsory .

2. Figures to right have full marks.

Q.1 A) Choose the correct alternative from given choices.

(5)

i) Benefit of customer retention is \_\_\_\_\_.

- a) Reduce cost    b) Loosing customers  
c) Increase in turnover    d) Repurchasing

ii) \_\_\_\_\_ is not the type of CRM.

- a) Analytical    b) Operational    c) Collaborative    d) Data collection

iii) "NO" and " DONT" this words are related to \_\_\_\_\_ state of analysis.

- a) Parent ego state    b) Child ego state    c) Adult ego state    d) None of the above

iv) MIE model is given by \_\_\_\_\_.

- a) PWC    b) ERIC BERNE    c) RVM    d) B2B

v) Traditional approach is not a \_\_\_\_\_.

- a) Telephone    b) EPOS    c) Mail    d) personal selling

Q.1 B) Match the following-

(5)

- |                                  |                         |
|----------------------------------|-------------------------|
| i) Right customer                | a) Provide best product |
| ii) Use of Technology in CRM     | b) Provide best service |
| iii) Developing customer insight | c) Potential customer   |
| iv) Product centric              | d) Customer Database    |
| v) Customer centric              | e) EPOS                 |
|                                  | f) Marketing            |

Q.1 C) State whether 'True' or 'False'

(5)

- i) One to one marketing is based on the concept of customisation .  
ii) Geographic segmentation is a form of market segmentation .  
iii) B2B buyers are rational .  
iv) The cost of CRM solution is only about hardware cost .

v) CRM is only for front office use.

Q.2

- a) Explain types of CRM. (8)
- b) Explain Web Enabled Approaches to win the market effectively. (7)

OR

- c) Write an explanatory note on CVM Framework. (8)
- d) Explain briefly CRM Cycle. (7)

Q 3

- a) What is customer retention? Write its benefits. (8)
- b) Explain Customer Retention Strategies. (7)

OR

- c) Explain Knowledge management and implementation Phases. (8)
- d) Explain the reasons for customer switching. (7)

Q4

- a) Explain briefly PWC model of MIE (Market intelligence Enterprise). (8)
- b) Explain E-CRM and its features. (7)

OR

- c) Explain in detail Transactional Analysis Concept. (8)
- d) Explain Working of EPOS with its advantages. (7)

Q5 Write Short notes on (ANY THREE)

- a) Customer Loyalty.
- b) CRM and Banking.
- c) Product Centric VS Customer Centric.
- d) ECRM techniques used by Banks of India.
- e) CRM Cost.

(15)

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