

20

**ATKT EXAMINATION, FEBRYARY 2017**

Class: **SYBBI (Sem III)**  
(Sem. III)

Date: 20/02/2017

Total Marks: 75

Time: 2 ½ Hours

**Subject: C.R.M.**

Note: 1. All Questions are Compulsory.

2. Figures to right indicate full marks.

Q. 1 A) Give full forms of the following

1) CLTV (5)  
(2) ICICI (3) CRM (4) MIE (5) PWC

B) State whether the following statements are **True OR False** (5)

1. One to one marketing is based on customisation.
2. Cost of CRM solution is only about hardware cost.
3. Retention of customer is about creating new customers.
4. Initial emphasis of CRM was on sales force automation.
5. CRM works on increasing customer satisfaction.

C) Match the following

'A'

1. Market Segmentation
2. Traditional Analysis
3. Modern CRM
4. Product Centric
5. Customer Centric

'B'

- a) Dr. Eric Berne
- b) Integration
- c) Demographic
- d) Best Service
- e) Best Product

Q. 2A) Define 'CRM'. Describe various types of CRM. (8)

B) Discuss about CRM programmes in detail. (7)

OR

Q. 2C) Outline the various customer retention strategies. (8)

D) State and explain the concept of knowledge management architecture in detail. (7)

Q. 3A) Highlight the benefits of E – CRM to organization. (8)

B) Outline the importance of relationship marketing in B2B commerce. (7)

OR

Q. 3C) Highlight the framework for deploying CRM in an organisation. (8)

D) Explain the steps involved in E – CRM process. (7)

Q. 4A) Examine the role of CRM in service industry. (8)

B) Outline the significance of research for improving service quality. (7)

OR

Q. 4C) Explain the impact of globalisation on banking sector. (8)

D) Analyse the role of CRM in insurance industry. (7)

Q. 5 Write short note on (Any 3) (15)

1. Stages of CRM framework

2. Customer Loyalty

3. E – CRM

4. Customer Care Software

5. Electronic Point of Sales

XXXXXXXXXXXXXXXXXX