

Note – 1. All questions are compulsory .

2.Figures to right have full marks.

**Q 1 A Choose appropriate answer and Rewrite .**

**5**

- 1 CRM works on increasing customer \_\_\_\_\_.  
a. Loyalty b. Saving c. Satisfaction
- 2 \_\_\_\_\_ Marketing is an activity that "Interrupt s" viewer's attention.  
a. Relationship b. Retention c. Interruption
- 3 There are \_\_\_\_\_ Level of Retentions strategies.  
a. Three b. Four c. Five
- 4 Modern CRM theory refers to the Idea of \_\_\_\_\_ customer.  
a. Integrating b. Group c. Individuals
- 5 \_\_\_\_\_ helps the organization to increase the profitability at less operating cost.  
a. Mobile b.CTI c.CRM

**Q1 B State True or False**

**5**

1. Relationship Marketing focus is on customer retention.
2. Initial emphasis of CRM was on sales force automations.
3. Customer Loyalty matrix is given by Walker.
4. Union Bank of India was build up in Nineteenth Century.
5. Berry and Parasuraman developed 5 level of retention strategies.

**Q1 C Match The Columns**

**5**

- |                        |  |
|------------------------|--|
| 1.Service Quality      | I. Life Insurance Corporation                    |
| 2.Customer Loyalty     | II. Customer Perception-<br>Customer Expectation |
| 3.LIC                  | III. Repeat Purchase                             |
| 4.Transaction Analysis | IV. Market Intelligence<br>Enterprise            |
| 5.PWC Model            | V. Dr. Eric Berne                                |
|                        | VI. Life Insurance India                         |

**Q2**

- a) Explain Types of CRM.
- b) Write a note on Web Enabled approaches to win the market.

**8**

**7**

**OR**

- c) Explain Customer value management Cycle.
- d) Write a Note on Past, Present and Future of CRM.

**8**

**7**

**Q3**

- a) Explain Customer retention management and benefits.
- b) Write a note on Customer handling.

**8**

**7**

**OR**

- c) Explain levels of Retention Strategy.

**8**

d) Write a note on loyalty Matrix.

**Q 4**

- a) Explain Service Quality gap Model.  
b) Write note on Mobile CRM and its Advantages.

**OR**

- c) Explain PWC Model of MIE.  
d) Write a note on CRM Cost.

**Q 5**

**Write Short note on Any three**

- a) Call Centres and its Types.  
b) EPOS  
c) Computer Telephony Integration (CTI)  
d) Transactional marketing V/S Relationship Marketing  
e) Application Service Provider(ASP)

— The End —