

NOTE: - i) All questions are compulsory.

ii) Answer to the same questions is must be written together.

iii) Figures to the right indicate marks.

Q1.A) Fill in the blanks (Any 8)

8 MARKS

- i. Indirect communication channels promote sales whereas direct communication channels promote sales and improve the \_\_\_\_\_.  
a) Customer service b) Employee satisfaction c) Customer relationship d) Customer satisfaction.
- ii. \_\_\_\_\_ is a part of customer automation and part of sales force automation.  
a) FFA b) FTA c) HMT d) SUV.
- iii. The entire sales pipeline is affected by \_\_\_\_\_ reporting.  
a) Consistent b) Constant c) Inconsistent d) Flexible
- iv. \_\_\_\_\_ and share of information are enables in SFA to improve the organization.  
a) Collaboration b) Joint venture c) Co-operation d) Liquidation.
- v. A successful CRM increases production and profit throughout the \_\_\_\_\_.  
a) Customer needs b) Customer value c) Customer lifecycle d) Customer satisfaction.
- vi. SFA ensures \_\_\_\_\_ and helps to increase the revenues by making better decisions.  
a) Customer satisfaction b) Customer value c) Customer need d) Professional CRM.
- vii. \_\_\_\_\_ The benefits of SFA  
a) Decreases trading and increases administration b) provides real time visibility into sales c) Helps into consistent in sales d) Increasing trading.
- viii. \_\_\_\_\_ Features like strong \_\_\_\_\_ easier integration, and better end-user experience are included CRM.  
a) Customization b) Administration c) Selling d) Advertising.
- ix. \_\_\_\_\_ features of CRM help to integrate the financial functionality of the back and front office of an organization.  
a) Contract Management b) Opportunity Management c) Asset Management d) Data quality Management
- x. \_\_\_\_\_ and sharing of information are enabled in SFA to improve the organization.  
a) Collaboration b) Joint venture c) Tie-up d) Liquidation.

Q1. B) State whether the following statements are True or False: (Any 7) 7 MARKS

- i) Most companies measure customer satisfaction and individual customer profitability.
- ii) Unprofitable customer should encourage to switch to competitors.
- iii) A major driver of company's profitability is the aggregate value of the company's customer base.

- iv) Through data mining, marketing statisticians can extract useful information about individual.
- v) Building customer database would not be worthwhile where customers show great loyalty to a brand.
- vi) Some CRM assumptions that it costs less serve more loyal customers.
- vii) CRM focusing on better relationships with unprofitable customers.
- viii) Marketing is an organisation function.
- ix) CRM is focusing on intermediaries such as distributors and retailers within the supply chain.
- x) Diversification of holdings across service providers is an example of loyalty.

**Q2. Attempt any Two questions of the following:**

15 Marks

- 1) Explain the meaning of marketing and its orientation (features)
- 2) Explain the changing nature of marketing and customer service.
- 3) Explain the Product life cycle in detail manner.

**Q3. Attempt any Two questions of the following:**

15 Marks

- 1) Explain the experimental marketing (features and limitations)
- 2) Explain the difference between customer value and customer satisfaction.
- 3) Explain the emerging trends in service marketing mix.

**Q4. Attempt any Two questions of the following:**

15 Marks

- 1) Explain the difference between cross selling and up selling.
- 2) Explain the benefits of E-CRM
- 3) Explain the planning of CRM and setting CRM objectives.

**Q5. Write Short Note (Any 3)**

15 Marks

- 1) Customer to customer
- 2) Re-purchase stage
- 3) CRM in practice- Hotels and insurance.
- 4) Features of CRM
- 5) Relationship marketing

END