

END SEMESTER THEORY EXAMINATION JANUARY-2021

Program:	BBA (Gen.)	Year/Semester:	5th - Semester
Course/Subject:	Customer Relationship Management	Duration:	03:00 Hrs
Course/Subject Code:	06040508	Maximum Marks:	60
		Batch:	2017 & 2018

Instructions:-

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with a diagram wherever required.

SECTION-A**(Very Short Answer Type Questions)****Note: All Questions are compulsory: -****[12×1=12 Marks]**

S. No.	Question	Marks Allotted
1	Define Customer Relationship Management	1
2	Write the difference between Analytical and operational CRM	1
3	What is the difference between Data and Data mining	1
4	Define DBMS	1
5	What do you understand by being measurable in Segmentation	1
6	Discuss the various stages of the customer life cycle.	1
7	What are the stages in the customer retention process? Explain	1
8	Define customer lifetime value. Why is it important for an organization?	1
9	Explain the advantages of analyzing customer profile?	1
10	Distinguish between the individual customer and group customer.	1
11	Why should businesses adopt customer relationship management? Give reasons	1
12	What is Data restructuring?	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[4×2=8 Marks]

S. No.	Question	Marks Allotted
13	Explain consumer behaviour from a relationship perspective.	2
14	What are the sources of customer information for a business house?	2
15	What are the problems of call centres in India?	2
16	What are the 7C's of effective ECRM? Explain	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[4×4=16 Marks]

S. No.	Question	Marks Allotted
17	Explain in detail the five engines of E CRM with suitable examples.	4
18	Critically explain the eight building blocks of customer relationship management.	4
19	Explain zero customer defection. Discuss its classification with examples.	4
20	Discuss the SWOT analysis of customer relationship management with examples.	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[4×6=24 Marks]

S. No.	Question	Marks Allotted
21	Discuss the steps of effective customer acquisition	6
22	Explain in detail the application of data mining with suitable example.	6
23	Discuss the strategies to Prevent Defection and Recover Lapsed Customers.	6
24	How you would measure the effectiveness of a CRM system of an organization.	6