| (2 ½ Hours) | Marks : 75 |
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| NOTE- i) All the questions are compulsory subject to internal choice. ii) Figures to the right indicate full marks. | |
| Q.1 A) Multiple choice questions: (Answer any 8) | (8) |
| i) Long term CRM involves operational cost. a) high b) low c) medium d) none | |
| ii) means transferring the call to the available agent to reduce the wa | |
| a) call routing b) call scripting c) personalization d) channel optim | nization |
| iii)is an act of selling additional products to customers. a) cross-selling b) upselling c) both a & b | d) none |
| iv) is a method of recommending products or services to customers a) clickstream analysis b) online analytical process c) collaborative filter d)Traffic analysis | |
| v) A service level agreement(SLA) is a tool for building relationship customers. a) formal b) informal c) shared d) none | ip with high value |
| vi) is the heart of selling process. a) customer delight b) customer satisfaction c) customer retention d) cus | tomer loyalty |
| vii) is also known as opportunity management. a) customer relationship management b) lead management c) contact management d) knowledge management | |
| viii) Privacy laws protect the interest of | |
| a) customers b) employees c) organizations d) all | |
| ix) relationship exists when a customer has tried a product for the fa) acquaintance b) friend c) partner c | irst time. d) stranger |
| x) are calculations or summaries of historical information that often over times. a) business view data b) warehouse data c) transaction data d) ref | compares trends |
| Q.1. B) State whether the given statements are true or false:- (Answer a | any 7) (7) |
| i) Win back is the first stage in the CRM strategy cycle. ii) Cyber agents are viable means of providing basic customer support. iii) Event based marketing is also known as trigger marketing. iv) Calls made by customers to the call centres is a part of inbound communication. | ication. |

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- v) Service delivery GAP 4 is a communication gap.
- vi) Customer value management(CVM) is also known as customer value added approach.
- vii) CRM strategy focuses only on creation of valuable customers.
- viii) E-CRM is derived from e-commerce.
- ix) Cloud computing software is efficient means for collecting customer data.
- x) CRM maintains relationship with customers by frequent contacts so as to obtain their maximum data.

Q.2

| b) Explain the challenges and barriers in implementing CRM. OR c) Write a note on Service level Agreement d) Define CRM and explain its components in detail Q.3. a) What is Data Management? Discuss different types of Data? B) Discuss Customer Profitability and value Modelling OR c) What are the quality issues identified in the data. d) Explain customer retention and methods to improve customer retention? Q.4. a) Write in detail the steps for implementing a CRM program B) What are the complexities of CRM strategy OR c) Explain CRM Strategy Cycle. d) Explain the concept of Knowledge Management (7) Q.5. a) Explain the features of E-CRM b) Explain the features of E-CRM c) CR Q.5. c) Write Short notes on the following (Answer Any 3) i) E-mail response system ii) Social Networking and CRM iii) Levels of E-CRM iv) Peacent trends in CRM v) Recent trends in CRM | a) Explain SLA and main elements of good SLA? | (8) |
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