

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)**

Branch – **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three hours

Maximum :50 Marks

SECTION -A(5 Marks)

Answer **ALL** Questions.

ALL Questions Carry **EQUAL** Marks

(5X 1=5 Marks)

1. Process of managing information about customers to maximize loyalty is said to be _____
 (i) Retailers management (ii) Company relationship management
 (iii) Supplier management (iv) Customer relationship management
2. _____ is defined as the caring and individualized attention the firm provides to its customers.
 (i) Reliability (ii) Responsiveness
 (iii) Assurance (iv) Empathy
3. A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.
 (i) Business database (ii) Customer mailing list
 (iii) Customer database (iv) None of the above
4. The main drawback of CRM is _____
 (i) Rolling out CRM before changing the organization to match
 (ii) Implementing CRM before creating a customer strategy
 (iii) Stalking, not wooing, customers
 (iv) All of the above
5. _____ is any occasion on which the brand or product is used by end customers.
 (i) Customer touch point (ii) Retailers touch point
 (iii) Company touch point (iv) None of the above

SECTION -B (15Marks)

Answer **ALL** Questions.

ALL Questions Carry **EQUAL** Marks

(5X3=15 Marks)

6. a) Brief out the concept of CRM.
 (OR)
 b) Show the importance of CRM.
7. a) Explain the types of CRM.
 (OR)
 b) Describe the purpose call centers in CRM.
8. a) State the uses data warehouse.
 (OR)
 b) Give a detailed account of the role of interactive technologies.
9. a) Explain the components of E-CRM.
 (OR)
 b) Describe the term mobile CRM.

Cont...

10. a) Explain the reason for consumer privacy is important.

(OR)

b) List out the latest development in CRM.

SECTION - C (30Marks)

Answer ALL Questions.

ALL Questions Carry EQUAL Marks

(5X6=30 Marks)

11. a) Discuss the guidelines for effective CRM.

(OR)

b) Elucidate the different phases of customer life cycle.

12.a) Identify the need for CRM in B2B market.

(OR)

b) Outline the significance of supplier relationship management.

13. a) Explain the steps involved in CRM implementation.

(OR)

b) Highlight the different models of CRM.

14. a) "Application of E-CRM is limitless". Do you agree? Substantiate your stand.

(OR)

b) Examine the emerging trends in E-CRM.

15. a) Enumerate and explain the ethical consideration in CRM.

(OR)

b) Summarize the CRM practices in service industry.

Z-Z-Z

END