

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Fifth Semester)

Branch- BUSINESS ADMINISTRATION(RETAIL MANANGEMENT)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Customer Relationship Management is about _____
a) Acquiring the right customer b) Motivating employees
c) Instituting the best processes d) All of the above
2. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.
a) Data survey b)Data mining c) CRM d)All of above
- 3.Process of building, organising and using to build customer relationship is classified as _____
a) Data base Marketing b) Customer data base
c) Detailed database d) Company database.
4. E-CRM refers to
a) Building long term customer relationship online
b) Manage online customer relationship
c) Both (a) and (b) d) None of the above
5. CRM technology can help in _____
a)Processing transactions faster b)Developing new pricing models
c)Designing direct marketing efforts d)All of the above

SECTION -B (15Marks)

Answer ALL Questions.

ALL Questions Carry EQUAL Marks

(5X3=15 Marks)

6. a) What is CRM?
(OR)
b) Show the scope of CRM.
7. a) Outline the purpose of ERP.
(OR)
b) Narrate about SCM.
8. a) What is data mining? State its uses.
(OR)
b) Give a detailed account of the tools of CRM.
9. a) How does E-CRM function?
(OR)
b) State the benefits of mobile CRM.

Cont...

10. a) Summarize the organizational privacy concerns in CRM.
(OR)
a) Spell out the ethical considerations in CRM.

SECTION - C (30Marks)

Answer ALL Questions.

ALL Questions Carry EQUAL Marks

(5X6=30 Marks)

11. a) Discuss the foundations of CRM.
(OR)
a) Describe the process of planning and managing customer loyalty programme.
- 12.a) Identify the need and benefits of sales force automation.
(OR)
b) Outline the significance of multi channel CRM.
13. a) Demonstrate the techniques of CRM.
(OR)
b) Elucidate the different models of CRM.
14. a) Discover the challenges of E-CRM.
(OR)
b) Summarize the applications of E-CRM.
15. a) Enumerate and explain the latest developments in CRM.
(OR)
b) Highlight the CRM practices in service industry.
- Z-Z-Z END