

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA (RM) DEGREE EXAMINATION DECEMBER 2022  
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Customized products and services for customers and interaction to individual customers are part of -----.  
(i) Retailer's management (ii) Customer relationship management  
(iii) Company relationship management (iv) Supplier management
2. B2C stands for -----.  
(i) Business to Government (ii) Business to Consumer  
(iii) Business to Business (iv) All the above
3. Which of the following strategies is suited to the old Economy?  
(i) Customization (ii) Personalization  
(iii) Improve sales (iv) Increase in profit
4. 'Total customer benefits' includes -----.  
(i) Product benefits (ii) Services benefit  
(iii) Image benefit (iv) All of above
5. Which CRM deals with communication between companies and their customers?  
(i) Collaborative feature (ii) Operational feature  
(iii) Analytical feature (iv) Automation feature
6. Sales and Distribution management majorly focuses on the -----.  
(i) Buying aspects of an organization (ii) Selling aspect of an organization  
(iii) Negotiating aspect of an organization (iv) Producing aspect of an organization
7. In Web-enabled CTI, interactions with customers is through the -----.  
(i) Server (ii) Telephone Switch  
(iii) Internet (iv) Computer
8. CRM technology can help in -----.  
(i) Designing direct marketing efforts (ii) Developing new pricing models  
(iii) Processing transactions faster (iv) All of the above
9. Customer management relationship is called as-----.  
(i) Data mining (ii) Permission marketing  
(iii) one-to-one marketing (iv) Batch Processing
10. First step in analysis of customer value is to -----.  
(i) Identify customer value attributes (ii) Assessing attributes importance  
(iii) Assessing company's performance (iv) Assessing competitor's performance

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Describe the different stages of Customer life cycle.  
OR  
b Explain the Customer life time value.
- 12 a Sketch the features of CRM in B2B markets.  
OR  
b Explain the benefits of Sales Force Automation.
- 13 a Describe how the data warehouse is used to analyze CRM.  
OR  
b Describe the development approaches of CRM.
- 14 a Analyze the components of e-CRM.  
OR  
b Summarize the major trends of e-CRM.
- 15 a Explain the latest development in CRM.  
OR  
b Describe the future of CRM.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Elucidate the importance of Customer Relationship management.
- 17 Discuss the various problems of Supply Chain Management.
- 18 Enumerate the different steps in CRM implementations.
- 19 Summarize the applications of E-CRM.
- 20 Discuss the practices of CRM in Indian services business in detail.

Z-Z-Z

END