

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

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. Customer Relationship management is the strongest and the most efficient approach in _____ and creating relationships with customers.

- (i) maintaining (ii) evaluating (iii) assessing (iv) developing

2. An organization can never assume what actually a _____ needs.

- (i) employees (ii) customer (iii) supplier (iv) officials

3. A _____ is the collection of information that is gathered from each person.

- (i) valuation (ii) profile management
(iii) examination (iv) customer database

4. CLV is the total worth to a business of a customer over the _____ of their relationship.

- (i) whole period (ii) transaction (iii) decision (iv) post purchase

5. A successful customer acquisition strategy helps to _____ customers, and improves profits.

- (i) satisfy (ii) assess (iii) retain loyal (iv) identify

6. CRM stakeholder management is _____ from each department is critical to the success.

- (i) identical (ii) obsolete (iii) surfacing requirements (iv) sustainable

7. The first step in the CRM process is _____ with leads.

- (i) attaining (ii) maximizing reach (iii) controlling (iv) creating

8. Customer _____ is the capacity a company to keep customers engaged with its product or service.

- (i) satisfaction (ii) management (iii) value (iv) retention

9. E-CRM describes improved and increased _____ between an organization and its clients.

- (i) communication (ii) processing
(iii) understanding (iv) identification

10. Businesses that implement e-CRM technology can leverage technology to outperform _____

- (i) product (ii) rivals (iii) relationship (iv) strategy

SECTION – B (35 Marks)

Answer ALL the questions

ALL Questions carry EQUAL Marks (5 × 7 = 35)

11. (a) Bring out the importance of CRM.

(OR)

(b) Explain the difficulties involved in CRM.

Cont...

12. (a) Classify the process of customer profile analysis.
(OR)
(b) How does the customer information database play a major role in an organization?
13. (a) Describe various CRM strategic marketing tools.
(OR)
(b) Summarize the steps needed to execute the customer acquisition strategy.
14. (a) Narrate about the types of technological applications in CRM.
(OR)
(b) Describe the customer development process and its implementation.
15. (a) Explain the features of e-CRM
(OR)
(b) Outline the importance of e-CRM in Service Marketing.

SECTION – C (30 Marks)

Answer **ANY THREE** questions

ALL Questions carry **EQUAL** Marks (3 × 10 = 30)

16. Examine the concept and growth of relationship marketing.
17. Discover the customer lifetime value in relationship perspectives.
18. Discuss the involvement of stakeholders in Customer Relationship Management.
19. Elucidate the customer retention strategies in relationship management.
20. Enumerate the challenges in formulating and implementing e-CRM strategies.

Z-Z-Z

END