CUSTOMER RELATIONSHIP MANAGMENT

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions **carry EQUAL** marks   (1 0 x 2 - 20)

1   Define CRM.
2   What is customer lifetime value?
3   What is cross selling?
4   What is virtual call centres?
5   Define Data mining.
6   Define e-CRM.
7   Explain PRM.
8   Describe the components of e-CRM.
9   Give any 2 developments in CRM.
10   What do you mean organisation privacy concern in CRM?

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (**5 x 5 = 25)**

11 a Explain the advantages on CRM.
OR
b How will you segment the customers using customer lifetime value with
example.

12 a Explain the advantages of ERP in CRM.
OR
b What are the factors determine the success of failures in the
implementation of a sales forces automation process.

13 a Explain interactive voice responses in detail.
OR
b Explain the advantages of data warehouse.

14 a State the various application of E-CRM.
OR
b What are the challenges of E- CRM.

15 a Explain the regulations to protect consumer privacy policy.
OR
b How effectively CRM practiced in service industry?

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Describe the importance of customer relationship management.

17   Explain the features of sales force automation.

18   Explain the role and function of technology in providing a better
CRM at the current Scenario.

19   State the emerging trends in E-CRM.

20   Discuss about the ethical and privacy considerations in CRM.