PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2017
(Fifth Semester)

Branch -BUSINESS ADMINISTRATION (RM)

CUSTOMER RELATIONSHIP MANAGEMENT

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 life cycle?
3   What is CRM is B2B?
4   Define Call centers.
5   Define Implementing CRM.
6   What is Data Mining?
7   Define E-CRM.
8   What is Mobil CRM?
9   Define Ethical Considerations.
10   What is Consumer Privacy concerns?

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

11 a Explain the importance of CRM.

OR

b Discuss the guidelines for effective CRM.

12 a Explain the Significance of CRM in B2B markets.

OR

b What are benefits of Sales Force Automation?

13 a Write Short note on Data Warehouse.

OR

b Explain the technological tools for CRM.

14 a What are the benefits of E-CRM?

OR

b What are the emerging trends in E-CRM?

15 a Explain the latest development in CRM.

OR

b What are the most sensitive and current privacy issues faced by
     consumers?

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

16   Explain the Scope of Customer Relationship management.

17   Brief out the features of ERP and SCM.

18   What are the different steps in CRM implementations? Explain.

19   Elaborate the Components of E-CRM.

20   Discuss the future of CRM.

Z-Z-Z   **END**