PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICE)

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. Relationship marketing looks to utilize tools of traditional marketing in creating _____ value for customers.
   (i) long term
   (iii) medium term
   (ii) short term
   (iv) average term

2. Customer loyalty describes an ongoing _____ relationship between you and your customer.
   (i) sensational
   (iii) emotional
   (ii) basic
   (iv) regular

3. Customer perception refers to the consumer's feelings about your _____.
   (i) process
   (iii) strategy
   (ii) brand
   (iv) inputs

4. A _____ is a way of aggregating customers that are similar in some way.
   (i) relation
   (iii) customer group
   (ii) value
   (iv) condition

5. Consumers today expect a personalized customer experience catered to them as _____.
   (i) special
   (iii) expected
   (ii) organized
   (iv) individuals

6. CRM software is to provide a quality _____ for both their present and future customers.
   (i) experience
   (iii) facility
   (ii) product
   (iv) service

7. Customer retention has a _____ impact on profitability.
   (i) indirect
   (iii) applied
   (ii) partial
   (iv) direct

8. A CRM platform can help you to improve the _____ experience of the customer.
   (i) detailed
   (iii) required
   (ii) communication
   (iv) associated

9. E-CRM involves the _____ of web channels into the overall CRM enterprise strategy.
   (i) integration
   (iii) collection
   (ii) control
   (iv) allocation

10. E-CRM concerns all forms of _____ relationships with customers when using IT.
    (i) direct
    (iii) situation
    (ii) managing
    (iv) creating

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 7 = 35)

11. (a)   Explain the scope of relationship marketing.
(OR)
     (b)   Classify the various types of loyal customers.

12. (a)   Narrate the factors affecting the customer perception.
(OR)
     (b)   Distinguish the approaches with individual and group customers in database management.

13. (a)   Explain the stages in the CRM process cycle.
(OR)
     (b)   Examine the possibilities for providing services in CRM evolution.

14. (a)   Bring out the causes for customer retention strategies.
(OR)
     (b)   Identify the importance of CRM in increasing customer satisfaction.

15. (a)   Describe the e-CRM architecture and its components.
(OR)
     (b)   Narrate the challenges evolved in e-CRM strategies.

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

16.   Elucidate the benefits and difficulties to be applicable in CRM.

17.   Enumerate the procedures in selection of profitable customer segments.

18.   Discuss the models of CRM road map for business applications.

19.   Examine the role of CRM process for B2B markets and technological application.

20.   Enumerate the evolution of e-CRM for personalized services.

Z-Z-Z   END