

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – COMMECE (BUSINESS PROCESS SERVICES)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Relationship marketing focus on
(i) Customer service (ii) Customer satisfaction
(iii) Customer retention (iv) Customer relationship
- 2 In the context of customer profiles, what is a common element analyzed during the Customer Perception phase?
(i) Customer demographics (ii) Current market trends
(iii) Employee satisfaction (iv) Social media followers
- 3 A key element in preventing customer defection is
(i) Targeted Marketing Campaigns (ii) Personalized Communication
(iii) Continuous Improvement (iv) Customer Feedback and Surveys
- 4 Why is customer satisfaction important in CRM?
(i) To increase marketing costs
(ii) To discourage repeat business
(iii) To reduce collaboration between departments
(iv) To attract brand advocates and repeat customers
- 5 e-CRM is an
(i) Electronic Customer Relationship Marketing
(ii) Electronic Customer Relationship Management
(iii) Electronic Customer Revenue Model
(iv) Electronic Customer Retention

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Define the term CRM and Relationship Marketing.
OR
b Explain the concept of Customer Loyalty.
- 7 a Mention three key components of a customer profile.
OR
b Distinguish between individual customers and group customers, providing one example for each.
- 8 a What are the elements of a Customer Relationship Management?
OR
b Differentiate between Transactional and Relationship approaches in CRM.
- 9 a Why is Customer Satisfaction Important?
OR
b Bring out the importance of customer retention.
- 10 a Provide an overview of the components of e-CRM architecture.
OR
b Briefly explain the concept of the "evolution of e-customer" in the context of e-CRM.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the importance and growth of relationship marketing.
OR
b Trace out the benefits and difficulties of CRM.
- 12 a Elaborate on the importance of maintaining a comprehensive customer information database for a business.
OR
b Describe the criteria a business should consider when selecting a profitable customer segments?
- 13 a Analyze the key strategies for customer acquisition in the realm of CRM.
OR
b Outline a CRM roadmap for business applications, detailing the key stages and considerations.
- 14 a Identify the different types of technological applications commonly used in CRM.
OR
b Describe the CRM Process for B2B Markets.
- 15 a Discuss the challenges evolved in formulating and implementing e-CRM strategies.
OR
b Elaborate on the five engines of e-CRM and their roles in building effective customer relationships.

Z-Z-Z

END