PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)

Branch - **BUSINESS ADMINSTRATION (RETAIL MANAGEMENT)**

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (10 x 2 = 20)

1   What is CRM?
2   Define customer life cycle.
3   Write a note on CRM in B2B.
4   What is a call centre?
5   What is planning CRM?
6   What is data mining?
7   Define E-CRM.
8   What is mobile CRM?
9   Define ethical considerations.
10   Define SCM.

/   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 scope of CRM.

12 a Write short note on "ERP".
                    OR
    b   What are the significance of CRM in B2B markets?

13 a Write down the development approaches of CRM.
                    OR
    b Explain the implements of CRM.

14 a What are the basic requirements of E-CRM?
                    OR
    b   What are the applications of E-CRM?

15 a Discuss 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   Describe different components of customer relationship management.

17   Brief out the benefits of sales force automation.

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

19   Elaborate the emerging trends in E-CRM.

20   Discuss the futures of CRM.