

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MCom (IB) DEGREE EXAMINATION MAY 2018
(Fourth Semester)**

Branch - INTERNATIONAL BUSINESS

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

**Answer ALL questions
ALL questions carry EQUAL marks (5 x 15 = 75)**

- 1 a Discuss 'CRM as a Strategic Management Tool*.
OR'
b 'Maintaining Customer Loyalty is the top priority' but how to do it?**
- 2 a What are the 11 Cs of Relationship Marketing?
OR
b Analyse CRM - Cross Selling Opportunity in Banking Industry .**
- 3 a Discuss about the key challenges in CRM Implementation.
"OR
b Explain the stages of Customer Care Life Cycle.**
- 4 a What are the issues involved in selection & distribution of goods?
OR
b Explain the role of CRM in retailing.**
- 5 a Elucidate the role of CRM in front and back office operation in service industry.
OR
b Write the emergence of E-tailing, its benefits and challenges in customer relationship.**

Z-Z-Z

END