

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BBA DEGREE EXAMINATION MAY 2019**  
(Fifth Semester)

Branch - **BUSINESS ADMINISTRATION (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 Define customer loyalty.
- 2 What are the objectives of CRM?
- 3 What is B2B?
- 4 Define sales force automation.
- 5 Define data warehouse.
- 6 What do you mean by analytical CRM?
- 7 Explain mobile CRM.
- 8 Mention any 2 benefits of customer relationship management.
- 9 Explain consumer privacy concern in CRM.
- 10 Give 2 features of CRM in banking sector.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Describe the scope of customer relationship management.  
OR  
b Explain the types of customer loyalty.
- 12 a What are the advantages of the implementation of ERP?  
OR  
b Explain the criticism of call centres in CRM.
- 13 a Explain the types of collaborative filtering.  
OR  
b What are the issues and challenges in data mining?
- 14 a Explain the 6 E's of e-CRM.  
OR  
b Describe the role of mobile CRM.
- 15 a What are the types of customer privacy protective responses?  
OR  
b Write elaborately about ethical issues in web data mining.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Trace out the origin and growth of CRM practices in India.
- 17 Elucidate the significance of CRM in B2B market.
- 18 Describe the components of data warehouse.
- 19 What are the benefits and components of e-CRM?
- 20 Elucidate the recent development in CRM.

Z-Z-Z

END