

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.SIM (2014 &amp; Onwards) (Sem.-4)

## CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code : BBA-415

Paper ID : [72859]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

## SECTION-A

1. Answer briefly :
  - a. CRM
  - b. Customer Value
  - c. e-CRM
  - d. KPI
  - e. Operational CRM
  - f. Campaign management
  - g. Call scripting
  - h. Event based management
  - i. Customer development
  - j. Customization

## SECTION-B

### UNIT I

2. What is CRM? Explain the concepts behind strategic and operational CRM.
3. Explain the various models of CRM's in detail.

### UNIT II

4. Understanding customer value plays an important role in CRM. Explain.
5. Enlist various CRM tools and state the support from CRM Analytics.

### UNIT III

6. Enumerate various positive customer retention strategies and the basic KPI for customer retention programme.
7. Strategies for both customer development and termination of relationship have to be considered before venturing into the fundamentals of CRM. Explain how these two concepts are important to the manager.

### UNIT IV

8. Elucidate the importance of campaign management in an efficient CRM.
9. What is event based marketing CRM. What are the expectations of online customers in relation to e-CRM