

Roll No.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-3)
CUSTOMER RELATIONSHIP MANAGEMENT
 Subject Code : BHSRM-302
 M.Code : 70635

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Q1. Define the terms :

- a) Call routing
- b) Zero customer defection
- c) Market share
- d) Data mining
- e) Road map
- f) Web based self service
- g) Benefits of CRM
- h) Work force management
- i) Marketing automation
- j) CRM strategy

SECTION-B

- Q2. Discuss the School of thoughts of CRM.
- Q3. Explain the Customer Value Management framework.
- Q4. Examine the issues involved in implementing strategic CRM.
- Q5. What is the role of CRM in Call centre and customer care?
- Q6. Differentiate between Product market and B2B market.

SECTION-C

- Q7. Discuss in detail the role of CRM in marketing and IT.
- Q8. Explain the CRM strategic planning process with the suitable examples.
- Q9. Discuss about the significance of customer relationship management to its various stakeholders.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.