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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2014 & 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

1. Define the terms :
 - a) Data warehousing
 - b) Benefits of CRM
 - c) Work force management
 - d) Call routing
 - e) Automation of contact center
 - f) Contact center
 - g) Relationship orientation
 - h) Target market
 - i) Marketing automation
 - j) School of thoughts of CRM.

SECTION-B

2. Differentiate between Market share and Share of customers.
3. What are the various CRM strategies?
4. Differentiate between data mining and CRM.
5. Briefly explain the benefits of CRM.
6. Write down the evaluation of technical solution for CRM.

SECTION-C

7. Write in detail the process of building customer relationship with the help of CRM framework.
8. Briefly define the various components of E-CRM solutions.
9. Explain the various customer retention plans.

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.