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Total No. of Pages: 02

Total No. of Questions: 07

**Master of Science (Fashion Marketing Management)(Sem. – 3)**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Subject Code: MSFMM304-18**

**M Code: 76713**

**Date of Examination : 21-12-2022**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. **SECTION-A is COMPULSORY** and Students have to attempt **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **THREE** Sub-sections : Units-I, II, & III. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
3. Students have to attempt **FOUR** questions in all from **SECTION-B**, selecting at least **ONE** question from each Sub-section.

**SECTION-A**

1. Define the following (any ten):

- a) Operational CRM
- b) Cost
- c) Bench marks and metrics
- d) Analysis of Customer satisfaction
- e) Data Mining
- f) Database marketing
- g) Cross selling
- h) Customer lifetime value
- i) Synchronization
- j) Role of CRM manager
- k) Price
- l) Elements of CRM

## **SECTION-B**

### **UNIT-I**

2. What is CRM? Write in detail about its importance in an organization as an integral business strategy.
3. Elaborate the concept of CRM Value chain and explain its various stages and activities.

### **UNIT-II**

4. Write in detail about the applications of data mining and data warehouse technologies.
5. Give a detail account of techniques for managing and analyzing consumer relationships.

### **UNIT-III**

6. Write in detail about various implementation strategies of CRM.
7. What is SFA? Discuss the advantages and disadvantages of sales force automation.

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