

**B.B.A. (2010 COURSE) SEM- V : SUMMER - 2018**  
**SUBJECT: ELECTIVE-I: A) CUSTOMER RELATIONSHIP MANAGEMENT (MM)**

**Day: Wednesday**  
**Date: 02/05/2018**

**Time: 02.00 PM TO 05.00 PM**  
**Max. Marks: 70**

**S-2018-1664**

**N.B:**

- 1) Q.NO.1 **COMPULSORY**.
- 2) Attempt **ANY FOUR** questions from **Q. No.2 to Q. No.8**.
- 3) Figures to the right indicate **FULL** marks.

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- Q.1** Design a CRM programme for an insurance company. (14)
- Q.2** 'The extensive use of the internet has made operational CRM programs much more easy'. Discuss. (14)
- Q.3** Explain what is Analytical CRM. (14)
- Q.4** Distinguish between transactional Marketing Vs Relationship Marketing. (14)
- Q.5** Discuss the importance and need of a CRM programme in the FMCG sector. (14)
- Q.6** Explain what is eCRM and the current trends in eCRM. (14)
- Q.7** Explain the 6 market model of relationship management. (14)
- Q.8** Write short notes on **ANY TWO** of the following: (14)
- a) Use of CRM in retail industry
  - b) Banks and a CRM programme
  - c) Operational CRM

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