

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : ELECTIVE – I 1) CUSTOMER RELATIONSHIP MANAGEMENT
(Marketing Management)

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

S-2018-1612

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – **I** and any **TWO** questions from Section – **II**.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** Define CRM. State its significance of CRM of an organization. (15)
- Q.2** State and explain differences and benefits of analytical and operational CRM. (15)
- Q.3** Briefly explain the recent trends in e- CRM. (15)
- Q.4** What CRM strategies are suitable to create value to customers? (15)
- Q.5** List out the challenges of CRM and suggest steps to overcome them. (15)
- Q.6** Write short notes on (**ANY TWO**) (15)
- a) CRM's '6' market models
 - b) Collaborative CRM
 - c) Customization

SECTION - II

- Q.7** Prepare a detailed project on CRM implementation in an organization of telecom sector. (20)
- Q.8** Consider you are the project –in-charge for CRM implementation in a large organization with country wide presence. Work out the plan for creating awareness about the project . (20)
- Q.9** 'Superior customer service would be the only differentiator in the coming days's. Comment. (20)