

B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017
SUBJECT : ELECTIVE – I 1) CUSTOMER RELATIONSHIP MANAGEMENT
(Marketing Management)

Day : **Tuesday**
Date : **14/11/2017**

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

W-2017-1536

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.

SECTION - I

- Q.1** CRM is an organization's biggest asset. Elaborate the statement. **(15)**
- Q.2** What are the types of CRM ? Explain the functions of each of the type? **(15)**
- Q.3** Explain different CRM strategies in FMCG market you have studied. **(15)**
- Q.4** State and explain role of CRM in customer retention. **(15)**
- Q.5** Discuss the role of call centers in the present days. **(15)**
- Q.6** Write short Notes on (**ANY TWO**) **(15)**
- a) CRM strategies in service sector
 - b) Evolution of relationship marketing
 - c) Mass customization

SECTION - II

- Q.7** Prepare a detailed project on CRM implementation in an organization of your choice in banking sector. **(20)**
- Q.8** 'Relationship has since long been the key of success of marketing of Indian businesses. It has only now been recognized and glamorized.' Critically analyze the statement. **(20)**
- Q.9** Prepare a detailed note on CRM initiative you would like take as a manager of an FMCG product of your choice. **(20)**

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