

B.B.A. (2010 COURSE) SEM- V : WINTER - 2017
SUBJECT: ELECTIVE-I: A) CUSTOMER RELATIONSHIP MANAGEMENT (MM)

Day: Tuesday
Date: 14/11/2017

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

W-2017-1572

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** You are the manager of India's largest chain of discount store that boasts of discount 365 days a year. You do not have a CRM programme but now feel the need of one. Design a CRM programme for India's largest chain of discount stores. (14)
- Q.2** Discuss the recent trends in eCRM. (14)
- Q.3** Explain the concept of relationship management and its significance. (14)
- Q.4** 'CRM can be seen at its best in the banking industry'. Discuss use of CRM in the banking industry. (14)
- Q.5** Explain in detail Operational CRM. (14)
- Q.6** Different between. Transactional Marketing Vs Relationship Market. (14)
- Q.7** 'The use of the internet has helped CRM grow by leap and bonds'. Discuss. (14)
- Q.8** Write short notes on **ANY TWO** of the following: (14)
- a) CRM in Educational sector
 - b) Mass customization
 - c) Benefits of CRM