

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-V : WINTER : 2021
SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT

Day : Wednesday
Date : 12-01-2022

W-13883-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books
 - 4) Draw labeled diagram WHEREVER necessary
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SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Distinguish between Transactional Marketing and Relationship Marketing?

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

What is Customer Relationship Management? State its benefits to the marketing?

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

Prepare a detailed plan to implement CRM for an educational institute?

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Distinguish between CRM and e-CRM?

Q.5) Answer the following: (15 Marks X 1 = 15 Marks)

How can you plan mass customization strategies for FMCG sector?

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Significance of Relationship Marketing
- b) Features of operational CRM
- c) CRM in Retail Business
- d) Benefits of e-CRM
- e) CRM Planning steps
- f) CRM Strategies in online shopping

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

Develop an operational and analytical CRM for a company providing tourism services?

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) What are the challenges likely to be faced while planning and implementing CRM for a company producing electronics devices?
- b) Develop an e-CRM plan for the company producing branded apparels?

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Develop a customization strategy for a niche market for the product of your choice?
- b) You are appointed as manager marketing of shopping mall; you have given a task to plan CRM to improve its quality service to its customer? Prepare a detailed plan.
