

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-V :SUMMER- 2022
SUBJECT : CUSTOMER RELATIONSHIP MANAGEMENT

Day : Wednesday
Date : 15-06-2022

S-13883-2022

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

N.B.:

- 1) Answer **ANY FOUR** questions from Section-I. Each questions carries 15 marks.
 - 2) Answer **ANY TWO** questions from Section-II. Each question carries 20 marks.
 - 3) Answer to both the section should be written in **SAME** answer book.
 - 4) Draw a labeled diagram **WHEREVER** necessary.
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SECTION-I

- Q.1** Distinguish between CRM and e-CRM?
- Q.2** State and explain “6” market model in detail?
- Q.3** Discuss the term mass customization with appropriate example.
- Q.4** Discuss the recent trends in e-CRM.
- Q.5** Explain the role and Importance of CRM in retail business.
- Q.6** Write short note on (**ANY TWO**):
- a) CRM Practices in Insurance sector
 - b) CRM Practices in Education sector
 - c) Evolution of CRM

SECTION-II

- Q.7** State and explain Role of CRM in customer retention.
- Q.8** Relationship has considered as key of success in any business since long time. It has only now been recognized and glamorized critically analyze the statement.
- Q.9** ‘The use of Internet has helped CRM to grow by leap and bonds’. Discuss.

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