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BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-V : WINTER- 2022

SUBJECT : CUSTOMER RELATIONSHIP MANAGEMENT

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 26-12-2022

W-13883-2022

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 Transactional Marketing and Relationship Marketing?
- Q.2** What are the key benefits of CRM?
- Q.3** Explain different CRM strategies in FMCG Market with suitable example.
- Q.4** Define Internet Marketing. Explain role of technology in CRM.
- Q.5** How will you plan mass customization strategies for consumer durable market?
- Q.6** Write short note on (**ANY TWO**):
- a) CRM strategies in service sector
 - b) Features of e-CRM
 - c) Challenges to CRM implementation

SECTION-II

- Q.7** CRM is organization's biggest asset. Elaborate the statement.
- Q.8** Prepare a detailed project on CRM implementation in Private banks.
- Q.9** A company producing products for weight loss want's to develop E-CRM plan to make their product popular, you are informed to develop the plan for them.

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