Roll No. Total No. of Pages : 0
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Total No. of Questions: 09

# B.SIM (2014 & Onwards) (Sem.-4) CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code: BBA-415 M.Code: 72859

Time: 3 Hrs. Max. Marks: 60

## **INSTRUCTIONS TO CANDIDATES:**

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B consists of FOUR Sub-sections: Units-I, II, III & IV.
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.
- 4. Student has to attempt any ONE question from each Sub-section.

## **SECTION-A**

## 1. Answer briefly:

- a. Customer acquisition
- b. Define CRM
- c. Customer retention
- d. Call scripting
- e. Analytical CRM
- f. B2B markets
- g. Customer call centres
- h. Customer loyalty
- i. Customization
- j. Marketing strategy

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## **SECTION-B**

## **UNIT-I**

- 2. "CRM is emerging as a most important factor affecting business growth". Explain the statement.
- 3. Discuss about the steps in developing a CRM Strategy.

## **UNIT-II**

- 4. How can the loyalty of customer be increased?
- 5. Discuss in detail the operational CRM tools.

## **UNIT-III**

- 6. What are the challenges in acquiring and retaining the customers?
- 7. Explain the strategies for terminating customer relationship.

## **UNIT-IV**

- 8. How is CRM managed at call centres?
- 9. Discuss the concept and application of CRM in e-business. Also explain the expectation of online customers.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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