

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.

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