

Roll No.

Total No. of Pages : 03

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.–3)

**CUSTOMER RELATIONSHIP MANAGEMENT**

Subject Code : MScFMM-307

M.Code : 72116

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of THREE Sub-sections : Units-I, II & III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

**SECTION-A**

1. Answer the following question by selecting correct option :

I. An example of the concept of opt-out is

- A. A customer choosing an e-mail newsletter
- B. A customer agreeing to receive an e-mail newsletter
- C. A customer unsubscribing to an e-mail newsletter
- D. None of these

II. To engage a customer in an online relationship, the minimum information that needs to be collected in an online form is

- A. Customer profile
- B. Credit rating
- C. E-mail address
- D. Post code

III. Customer Relationship Management is about

- A. Acquiring the right customer
- B. Instituting the best processes
- C. Motivating employees
- D. All of these

IV. CRM technology can help in

- A. Designing direct marketing efforts      B. Developing new pricing models
- C. Processing transactions faster      D. All of these

V. The main drawback of CRM is

- A. Implementing CRM before creating a customer strategy
- B. Rolling out CRM before changing the organization to match
- C. Stalking, not wooing, customers
- D. All of the these

VI. A consumer buying behavior is influenced by

- A. Cultural and social factors      B. Personal factors
- C. Both A and B      D. None of the these.

VII. .... is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.

- A. Consumer behavior      B. Product cycle
- C. Purchase behavior      D. None of the these

VIII. .... is any occasion on which the brand or product is used by end customers

- A. Customer touch point      B. Retailers touch point
- C. Company touch point      D. None of these

IX. The marketing messages committed to customers wishes is a part of

- A. Permission marketing      B. Activity marketing
- C. Supplier marketing      D. None of these

X. All customers are same from CRM point of view

- A. True      B. False

## **SECTION-B**

### **UNIT-I**

2. Define customer relationship management. Discuss various components of customer relationship management in service organizations.
3. What are various business models of CRM? Explain with the help of examples.

### **UNIT-II**

4. Define customer value. What are different dimensions of customer value? Explain.
5. What is sales force automation? Discuss various technologies of sales force automation.

### **UNIT-III**

6. Define database marketing. What is the future of database marketing in a developing country like India?
7. Explain CRM strategy. What are various phases of CRM strategy? Explain with the help of examples.

**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.**