

Duration: 2 ½ Hours

Total Marks: 75

- Note: 1) All questions are compulsory subject to internal choice.
2) Figures to the right indicate full marks.

Q1 (A) Multiple choice questions (any eight)

(8)

1. A database that collects information about all the customers is known as _____.
a) CRM b) SFA c) RM d) PR
2. _____ type of customer stands out as being the most trend-oriented customer and product-focused.
a) Content streamer b) Savvy Maximiser c) Undaunted driver d) Secure traditionalist
3. _____ is a way to make advertising work effectively.
a) Interruption marketing b) Permission marketing
c) Transactional marketing d) Relationship marketing
4. _____ is the result of cumulative net returns received over the lifetime of customers.
a) Customer Value b) Customer Profitability
c) Customer Lifetime Value d) Customer Segment
5. The _____ should include a detailed description of various services.
a) SLA b) sales force automation c) CRM d) Front office
6. The 3E's measures of CRM are _____.
a) Eagerness, eccentric and ecology b) Efficiency, Economic and eagerness
c) Efficiency, effectiveness and employee change d) Eagerness, ecstatic and eccentric
7. Mobile CRM can help the sales staff to _____.
a) give excuses to the customers.
b) delay their interaction with the customers.
c) keep in regular touch with their employers only.
d) be in constant touch with both the customers and employers.
8. Queuing and routing applications in a call centre allows issues to be routed to _____.
a) those agents who want to attend that customer.
b) those agents who will be the most capable to handle that customer
c) those agents who will be the least capable to handle that customer
d) those agents whom the supervisor wants to punish for some reason.
9. OLAP means the online _____ processing.
a) analytical b) administrative c) adjustment d) affiliation
- 10) _____ technique is used to develop and use customer data to check their profile, retention and loyalty patterns.
a) data operating b) Data Warehousing and data mining
c) Data analysis d) Data interpretation

Q1 (B) State whether the following statement are True or False (any Seven) (7)

- 1) Customers evolve from strangers to partners.
- 2) Interruption marketing is a way to make advertising work effectively.
- 3) Customer engagement is not a customer retention strategy.
- 4) An EPOS system comprises computer hardware, peripherals, and EPOS software ideally suited to the point of sales environment.
- 5) Traffic analysis and e-commerce analysis are the two levels of click stream analysis.
- 6) Data augmentation can help reduce the manual intervention required to develop meaningful information and insight into business data.
- 7) CVM model creates value for customers by providing superior quality products at affordable prices.
- 8) Ethics relates to code of conduct.
- 9) E-CRM takes marketing techniques and concepts and applies them through the electronic medium of the internet.
- 10) Multi media contact means well organised contact data, viz. communication with clients, meetings, calls, email, as well as interactions through websites.

Q2 a) Define CRM. What are the components of CRM? (8)

Q2 b) Distinguish between transactional and relationship marketing. (7)

OR

Q2 c) Explain the benefits of CRM to customers as well as organizations. (8)

Q2 d) What is SLA? What are the elements of SLA (7)

Q3 a) Explain the concepts - customer retention, Personalization and cross selling. (8)

Q3 b) What is call routing? What are the different types of routing techniques? (7)

OR

Q3 C) What is Data? Explain the different types of data. (8)

Q3 d) What is call center? What are the different technologies used in call center? (7)

Q4 a) Explain Service gap model. (8)

Q4 b) Explain Sales force automation in detail. (7)

OR

Q4 c) Explain Walker loyalty Matrix in detail. (8)

Q4 d) Explain the concepts contact management and lead management. (7)

Q5 a) What is Mobile CRM? What are the steps in implementation of Mobile-CRM? (8)

Q5 b) What are the ethical issues in CRM? (7)

OR

Q5 Write short notes on: (Any three). (15)

- 1) Opportunities for CRM.
- 2) Customer value management
- 3) E-CRM
- 4) Call scripting
- 5) Data reporting.