**Duration: 2 ½ Hours**                                                      **Total Marks: 75**

**NOTE:**
1) All the questions are compulsory.
2) Figures to the right indicate full marks.

**Q.1 (A) Multiple Choice Questions: (Any 8)**                               **(8 Marks)**

1. M-CRM stands for _____.
a) Mobile       b) Master       c) Modular       d) Matrix

2. Which component is not part of CRM?
a) Information   b) Process   c) Technology   d) Manufacturing

3. Which strategy involves predicting future customer behaviours based on data analysis?
a) Cross-selling   b) Up-Selling   c) Personalization   d) Behaviour prediction

4. _____ is a method to recommend products or services to visitors on websites.
a) Online analytical process   b) Clickstream analysis   c) Traffic analysis   d) Collaborative filtering.

5. CRM and relationship marketing focus on Loyalty and _____.
a) Popularity   b) Mutuality   c) Treaty   d) Customer retention

6. Which of the following is a barrier to effective CRM implementation?
a) High-quality data   b) Employee's resistance to change   c) Technology   d) Affiliation

7. A business strategy designed to optimise, _____ revenue and Customer satisfaction.
a) Payroll   b) Investment   c) Capital Budget   d) Profitability

8. In quadrant I category _____ type of customers lies.
a) Profitable   b) Least profitable   c) Worst   d) non-profitable

9. Customer _____ is a gap between customer expectation and satisfaction.
a) Perception   b) Loyalty   c) Gap   d) Desire

10. Code of conduct in CRM is also called as _____.
a) Value in CRM   b) Brand Loyalty in CRM   c) Brand Image in CRM   d) Ethics in CRM

**Q.1 (B) State whether True or False. (Any 7)**                             **(7 Marks)**

1. Relationship marketing is different from cross-functional marketing.
2. CRM stands for Customer Retention Management.
3. Marketing Campaigns are not the part of CRM.
4. SLA is formal agreement between service provider and a customer.
5. CRM is only useful for small scale organisations.
6. PLC stands for Product Life Cycle.

**76958**                          **Page 1 of 2**

7. Implementing CRM does not require significant investment in hardware and infrastructure.

8. Up-selling encourages customers to purchase more expensive version of a product.

9. Data quality is not a significant concern in CRM implementation.

10. Social media platforms are irrelevant to modern CRM strategies.

Q2 A) Define CRM with its need and importance. (8)

Q2 B) Elaborate on evolution of CRM in modern era. (7)

OR

Q2 C) Explain the four quadrants of customers with suitable example. (8)

Q2 D) Write a detailed note on SLA with its components. (7)

Q3 A) Explain difference between up selling and cross selling with suitable examples. (8)

Q3 B) Explain the following concepts: 1) Call Scripting.  2) Event Based Marketing. (7)

OR

Q3 C) What is customer segmentation and its role in effective implementation of CRM. (8)

Q3 D) Define customer retention and different methods to improve customer retention. (7)

Q4 A) Explain M-CRM. Discuss its advantages and challenges. (8)

Q4 B) Discuss Profit Chain in CRM. (7)

OR

Q4 C) Write a detailed note on CRM strategy cycle. (8)

Q4 D) Bring out the relevance of 3E in CRM. (7)

Q5 A) Elaborate on the advantages and limitations of E-CRM. (8)

Q5 B) What are the recent trends in CRM? (7)

OR

Q5 C) Write short notes on: (Any 3) (15)

1) Levels of CRM.
2) Customer turnover.
3) Inbound communication management.
4) Call routing.
5) Call Scripting.

_____