

(2½ Hours)

[Total Marks: 75]

- N.B.
- 1) All questions are compulsory.
  - 2) Figures to the right indicate marks.
  - 3) Illustrations, in-depth answers and diagrams will be appreciated.
  - 4) Mixing of sub-questions is not allowed.

**Q. 1 Attempt ANY FOUR from the following: (20M)**

- (a) Define CRM and explain how it helps in better decision making.
- (b) Explain Peppers and Rogers model of CRM.
- (c) Explain how customization helps in building relationships?
- (d) Write short note on Lead management.
- (e) Describe the key factors that will drive the profitability of customer insights.
- (f) Differentiate between analytical and operational CRM.

**Q. 2 Attempt ANY FOUR from the following: (20M)**

- (a) Define Customer Portfolio Management and explain cross selling and up selling with example.
- (b) How time series helps in Forecasting Sales in organization from time to time.
- (c) Explain how internal and external environment are examined by SWOT Analysis.
- (d) Enlist and explain Key features of Data mining.
- (e) "Internet and Event Marketing helps in promoting CRM". Justify the statement giving examples.
- (f) Explain any 5 functionalities offered by service automation Software.

**Q. 3 Attempt ANY FOUR from the following: (20M)**

- (a) Explain some common techniques used in Big data analytics.
- (b) Write short note on Structured and Unstructured Data.
- (c) How service level management controls level of service offered to customer..
- (d) With neat labelled diagram explain the key phases of CRM project design.
- (e) What is market analytics? Explain with example.
- (f) Enlist and explain Customer Service Standards.

**Q. 4 Attempt ANY FIVE from the following: (15M)**

- (a) Write short note on customer retention.
- (b) Mention and explain any 3 tools used for analysis of structured data.
- (c) Enlist the benefits of customer and market segmentation.
- (d) Explain any three loyalty management offers
- (e) Write short note on asset management
- (f) Explain in short sentimental and predictive analytics.

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