

(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 the emergence of customer centric approach in changing face of CRM.
- (b) Mention and explain various phases of value chain model.
- (c) Explain how customization helps in building relationships?
- (d) What is TQM? Explain how it can be integrated with CRM.
- (e) Write short note on Customer Life time Value
- (f) Enlist and explain important constituencies of CRM.

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

- (a) Define Customer Portfolio Management and enlist its Key Components.
- (b) Write short note on Sales Forecasting.
- (c) Explain how internal and external environment are examined by SWOT Analysis.
- (d) Enlist and explain Key features of Sales Force Management.
- (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) Explain the role of ML in Analytical CRM.
- (d) With neat labelled diagram explain the key phases of CRM project design.
- (e) Write short note on partner selection.
- (f) Suggest a suitable process for MNC to increase its sales globally, retain customers and lower the churn rate.

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

- (a) Write short note on customer retention.
- (b) Define CRM and state its significance.
- (c) Enlist the benefits of customer and market segmentation.
- (d) Explain role of loyalty management in CRM.
- (e) Explain the role of DL in analytical CRM.
- (f) Enlist steps of Data Mining Procedure.
