

QP CODE: 18103386



Reg No :

Name :

B.Com. DEGREE (CBCS) EXAMINATION, NOVEMBER 2018

Third Semester

OPTIONAL CORE COURSE - CO3OCT05 - CUSTOMER RELATIONSHIP MANAGEMENT

(Common to B.Com Model II Marketing, B.Com Model I Marketing)

2017 Admission Onwards

51B73943

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Define CRM
2. Who are the primary stakeholders of CRM?
3. What is Transactional approach of CRM?
4. What are Functional CRM?
5. Explain the features of Loyal Customers
6. What is Voice Mail Marketing?
7. What is meant by Concept Testing?
8. What are the forces driving CRM?
9. What is GAMP?
10. Explain the term Customisation.
11. What is E-CRM?
12. Describe PeopleSoft

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Write short note about De-Loyalty and Dis Loyalty.
14. Explain CRM as a strategic tool.
15. What are the forces driving CRM? Explain the terms.
16. How media is related with enhancing the customer value.





17. Explain Burnetts strategy for Key customers.
18. Explain briefly the Governance process of CRM.
19. What is Funnel Drop-off Rate Key performnace Indicators?
20. Explain the future of CRM.
21. On what factors do the success of call centre depends upon?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the common misunderstandings about CRM.
23. Explain in detail the key principles of CRM
24. Explain breifly Customer Strategy.
25. What are KPIs?Explain the KPIs of CRM

(2×15=30)

