DECEMBER 2022 **P/ID 78013/RMBH4**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is Customer Relationship Management?

2. Define Customer Profitability.

3. Define Relationship Marketing.

4. What is Enterprise Marketing Management?

5. Define Customer Lifetime Value.

6. Who is an Impulsive Buyer?

7. What is a CRM roadmap?

8. Name any two Tools of Campaign Management.

9. Write short note on Customer Centricity.

10. What is meant by E-CRM?

11. Name the best Open Source CRM Software.

12. Give examples of Web Based Customer Support Systems.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each

13. Examine the Role of CRM in Marketing.

14. Expound the Emerging Trends in CRM.

15. Explain Customer Value Creation Framework.

16. Interpret the Elements of a Successful Customer Experience Strategy.

17. Outline the Features of Sales Force Automation.

18. Examine the Advantages of Web based Customer Service.

19. Discuss the Issues in Implementing CRM.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Illustrate the Components of Customer Relationship Management Framework.

21. Evaluate the Key Functionalities of Customer Experience Management Software.

22. Elaborate the Steps involved in CRM Planning Process.

23. Demonstrate the Framework of CRM Strategy

24. Analyse the different Types of CRM Metrics.