DECEMBER 2023 **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. Define “Cost Benefit Analysis”.
2. What do you understand by relationship marketing?
3. What is called a customer lifetime value?
4. Write a note on term Customer Centricity.
5. Explain the term Customer Acquisition.
6. Why customer retention is important?
7. Define data requirements.
8. Outline the meaning of CRM strategy.
9. State the functions of Mass Market.
10. Write short notes on Campaign management.
11. Draw a simple diagram for CRM implementation.
12. Define “Road Map”.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the benefits of CRM.

14. Briefly explain the concepts of CRM and Cost Benefit Analysis.

15. Differentiate between customer loyalty and customer lifetime value.

16. Enumerate the facility web-based customer support.

17. Examine the ways to define data requirements for CRM.

18. Elucidate the application of CRM in education sector.

19. Illustrate the methods used to measure the performance of CRM.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. List out the types of CRM and explain them all in detail.

21. What is enterprise marketing management? How it is performed with CRM?

22. Discuss the strategy development process with a clear diagram.

23. Elaborate the CRM practices that are currently practising in various sectors.

24. Explain in detail the challenges and problems in implementing CRM.

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