MAY 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 Relationship Management?
2. How to Retain Customers in Consumer Markets?
3. Define Customer Acquisition.
4. What is Enterprise Marketing Management?
5. Define Customer Loyalty.
6. Give few examples for Impulsive Buying.
7. What is Collaborative CRM?
8. Mention any two Tools of Campaign Management.
9. Write short note on Sales Force Tracker.
10. What is meant by E-CRM?
11. Write a brief note on Close Rate.
12. How to meet Customer Expectations?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Mention the Benefits of CRM.

14. Show the Importance of Cost Benefit Analysis in CRM.

15. Illustrate Customer Value Creation Framework.

16. Infer the Objectives of Relationship Management in Business.

17. Outline the Features of Sales Force Automation.

18. Describe the Integration of CRM with Call Centers.

19. Examine the major Issues in Implementing CRM.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Demonstrate the Process of Customer Relationship Management.

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

22. Elaborate the Stages in CRM Strategy Development Process.

23. Discuss the Applications of CRM in Indian Service Sectors with examples.

24. Elucidate the Steps involved in CRM Implementation Roadmap.

———————