MAY 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 "Customer Relationship Management".

2. Define 'Cost benefit Analysis".

3. List out the types of CRM.

4. What do you understand by enterprise marketing management.

5. Explain the term Customer Centricity.

6. Define the term Customer Retention.

7. State the Objectives of CRM.

8. Define Customer Strategy Grid.

9. Write short notes on Sales Force Automation.

10. Explain the CRM functions in Service Sector?

11. Explain the role of CRM in preparing Road Map.

12. List out the stages in CRM Implementation.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions, in 250 words each.

13. Illustrate the factors responsible for the growth of CRM.

14. How the CRM framed? Explain with its elements.

15. What do you understand by customer Expectation? How you can identify it?

16. Distinguish between Customer Satisfaction and Customer centricity.

17. How do you gather data requirements for CRM?

18. Elaborate the Application of CRM in health care Sector.

19. Discuss the objectives of information technology tools in CRM.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions, in 500 words each.

20. Write a detailed note on factors that responsible for CRM's growth in our Nation.

21. How will you implement a web-based Customer support for your organisation?

22. Design a customer satisfaction survey for your Hotel.

23. Suggest the CRM for a Logistics organisation with your own imagination.

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

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