MAY 2024 **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 do you understand by Relationship Marketing.

2. Define CRM.

3. State the applications of CRM.

4. Explain the term Customer Acquisition.

5. Write short note on Enterprise Marketing Management.

6. Point out the benefits of Customer Loyalty.

7. Explain the meaning of CRM strategy.

8. List out the elements of CRM plan.

9. How the CRM functioning in manufacturing sectors?

10. State the functions of Customer markets.

11. List out the CRM metrics.

12. Write short note on Road Map.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions, in 250 words each.

13. Discuss the features of CRM.

14. Write the scope of CRM in current scenario.

15. How do you calculate the customer life time value for a mobile phone showroom?

16. Explain the benefits of web-based Customer support.

17. Appraise the criteria used for setting CRM objectives.

18. Elucidate the applications of CRM in Manufacturing industry.

19. Briefly explain the challenges and problems in implementing CRM.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions, in 500 words each.

20. Determine the Cost Benefit analysis while adopting CRM.

21. Prepare a questionnaire to measure customer retention for your furniture showroom.

22. State the process of strategy development with related examples.

23. List out the initiatives to be taken for implementation of CRM strategy.

24. Determine the roles and objectives of IT tools in CRM.