MAY 2025 **P/ID 78013/RMBH4**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define CRM.

2. What is meant by cost-benefit analysis?

3. Give the meaning of relationship marketing.

4. What is customer centricity?

5. Give the meaning of customer lifetime value.

6. Explain in two lines about the customer strategy grid.

7. What is the role of call centers?

8. State any four issues in implementing CRM.

9. Define sales force automation.

10. What does a CRM marketing campaign include?

11. State the significance of SFA.

12. Enumerate the three types of CRM.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions.

13. Briefly explain the factors responsible for the growth of CRM.

14. Explain the five key stages of the CRM cycle.

15. How is the customer value created?

16. Enlist the objectives of CRM.

17. State the elements of a CRM plan.

18. Why do businesses use sales force automation?

19. Why are CRM roadmaps important?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

20. Write a detailed note on the steps to increase the customer value.

21. Describe the steps involved in the CRM process.

22. Discuss in detail about the three different types of CRM with suitable examples.

23. List down the tips for a successful enterprise marketing management.

24. What are the best features of campaign management?-Justify.

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