B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, OCTOBER 2024

Third Semester

Optional Core - CO3OCT05 - CUSTOMER RELATIONSHIP MANAGEMENT

Common to B.Com Model I Marketing & B.Com Model II Marketing

2017 Admission Onwards

999C8470

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is Sales force automation?

2. What is Customer Satisfaction?

3. What is Customer Loyalty?

4. What is Customer Intelligence?

5. Who are cost oriented customers?

6. Explain Online Marketing with examples.

7. Explain Face to face selling with examples.

8. What are the forces driving CRM?

9. How to remove pain points in the value creation process?

10. Define CRM return on investment.

11. What is Call centre management?

12. What are NetCRM?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the Origin of CRM.

14. Why a CRM system is important for an organisation?

15. What are the different terminologies to be used in Trusting situation?

16. How to develop personal trust in customer strategy?

17. Explain Burnetts strategy for Key customers.

18. Explain the various approaches of monitoring and controlling of CRM.

19. Write a note about the customer satisfaction approach.

20. Explain the Critical Areas for Customer Care.

21. Write notes about any 3 large enterprise CRM.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the common misunderstandings about CRM.

23. Explain in detail the key principles of CRM.

24. What is Customer retention?Explain the trends in Customer retention.

25. Explain the CRM process Framework.

(2×15=30)