

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDRM/PGDMM

Examination: June 2017

Subject: Customer Relationship Management

Date: 10.06.2017

Semester: III

Course : New

Marks : 70

Time: 3.00 p.m. to 6.00 p.m.

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**Q.1 Attempt any 2 out of 4**

**(Marks : 2 x 5 = 10)**

- a) Mass Marketing
- b) Goals of CRM
- c) Customer Equity
- d) Benefits of effective complaint handling system

**Q.2 Write short notes on (2 out of 5)**

**(Marks : 2 x 5 = 10)**

- a) Types of CRM Programs
- b) Drawbacks of CRM implementation
- c) Retail Banking and CRM
- d) Brand loyalty as Attitude
- e) Business Process Reengineering (BPR)

**Q.3 Attempt any 3 out of 5**

**(Marks : 3 x 10 = 30)**

- a) Explain in detail the significance of CRM.
- b) Bring out the benefits of CRM initiatives.
- c) Explain in detail the factors that affect customer loyalty.
- d) Explain in detail the scope of e-CRM.
- e) Explain the quality practices in Six Sigma.

**Q.4 Attempt both the questions**

**(Marks : 2 x 10 = 20)**

- a) Explain in detail the Customer strategy for CRM implementation.
  - b) "Acquisition is a vital stage in building customer relationship". Explain.
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