

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014

Semester: III – RE-EXAM

Subject: Customer Relationship Management

Marks : 50

Date: 19.12.2013

Time: 3.00 p.m. to 5.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q. 1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What constitutes CRM?
- b) How do the CRM activities benefit an Organization?
- c) What is the role of CRM in the Hospitality/Hotel industry?
- d) How do you measure the return on Investment (ROI) of CRM activities?

Q. 2) Write short notes on any 2 out of 5

(Marks: 2X5=10)

- a) Growth through Customer satisfaction.
- b) Significance of Customer Retention.
- c) CRM and Key Account Management.
- d) CRM in Financial Services Management
- e) Five phases of CRM projects

Q. 3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Goals of CRM and Types of CRM Programs
- b) CRM in Marketing
- c) Objectives for CRM measurement
- d) What is Lifetime Customer Value (LCV) and how does one calculate LCV?
- e) Explain Customer Loyalty and factors that affect it.
