

Programme: PGDMM

Academic Year: 2011-2012

Subject: Customer Relationship Management

Date: 27.12.2011

Semester III

Course New

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Q 1. Attempt any 2 out of 4

10 Marks

- i) Basic requirements of E-CRM
- ii) Benefits of Effective Customer Complaint Management
- iii) The 3 Ss in context of Banking in CRM
- iv) Four major components of customer satisfaction

Q 2. Write Short Notes on Any 2 out of 5

10 Marks

- i) Model for Customer Relationship Marketing
- ii) CRM in Human Resource
- iii) Factors impacting CRM measurement and making it complex
- iv) Growth through Customer Satisfaction
- v) Banking Schemes in CRM

Q 3. Attempt any 3 out of 5

30 Marks

- i) Explain the Field Service Operations and Website Operations
- ii) Explain Balanced Scorecards in detail
- iii) Influences of Acquisition of Business
- iv) Types of Customer Complaints
- v) Explain the Concept of Business Practice Reengineering

Q 4.

20 marks

Customer Relationship helps the business in acquisition as well as retention of customers. How relevant it is in the current global scenario. Explain also the same in the context of an Insurance Company

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