

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Semester III

Subject: Customer Relationship Management

Course New

Marks: 70

Date: 8.7.2012

Time: 3:00 p.m to 6:00 p.m

Final Examination

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3 (Marks: 2x5=10)

- a) What are the goals of CRM?
- b) What are the drawbacks of CRM implementation?
- c) What are the advantages of online complaint handling systems?

Question (2) Write Short notes on any 2 out of 5 (Marks: 2x5=10)

- a) Net Banking and CRM
- b) Customer Knowledge Management
- c) Customer equity
- d) Scope of e-CRM
- e) Sales force automation

Question (3) Attempt any 3 out of 5 (Marks: 3x10= 30)

- a) What are the different types of CRM programs?
- b) Explain different steps involved in implementation of a CRM model.
- c) Explain the process of Business Process Reengineering.
- d) Explain the stages of retention in the customer lifecycle.
- e) What are the objectives of CRM measurement?

Question (4) Answer both the questions (Marks: 20)

- a) "The CRM applications are a convergence of functional components, advanced technologies and channels". Discuss the modules of e-CRM.
- b) "Losing a customer is fatal to the marketing concept of business". What strategies would you recommend to prevent customer loss?