

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015

Subject: Customer Relationship Management

Date: 19.06.2014

Semester: III - RE-EXAM

Marks : 50

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

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**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) Explain CRM Projects.
- b) What is eCRM?
- c) Why CRM is important in B2C market?
- d) Explain BPR process.

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

**(Marks: 2X5=10)**

- a) Customer Life Cycle Management
- b) CRM in Banking
- c) Universal Banking benefits
- d) History of CRM
- e) Lifetime value of customer evaluation

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

**(Marks: 3X10=30)**

- a) Why is Key Account Management important?
- b) What is sales force automation?
- c) What is CRM in Marketing?
- d) What is CRM measurement?
- e) Benefit of evaluation of CLV?

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