

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

Programme: PGDMM

Academic year: 2014 – 2015

Subject: Customer Relationship Management

Date: 15.06.2014

Semester: III

Course : New

Marks : 70

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

Instructions:

1. Answer to each new question to be started on a fresh page
2. Figures in bracket indicate full marks

Q.1) Attempt any 2 out of 4

(marks 2X5=10)

- a) Which are the five phases of CRM Projects ?
- b) What are the differences between CRM and eCRM ?
- c) Why CRM is important in B2B market?
- d) What is BPR ? Explain with example .

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

(Marks 2X5=10)

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

Q.3) Attempt any 3 out of 5

(Marks 3X10 = 30)

- a) What is Key Account Management?
- b) What is sales force automation?
- c) What are organization culture changes required for CRM ?
- d) Write five objectives of CRM measurement .
- e) How to calculate CLV?

Q.4) Attempt both questions

(Marks 2X10 =20)

- a) Why customer retention is important ?
- b) What is Brand Loyalty ?