

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2010-2011

Subject: Customer Relationship Management

Date: 26.6.2011

Semester

Course

Marks:

Time:

III

New

7.0

3.00pm to 6.00pm

Q 1. Attempt any 2 out of 4

10 Marks

- i) Needs of CRM
- ii) CRM in financial services. Explain
- iii) Describe Various Service Challenges
- iv) Describe Customer Equity

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

10 Marks

- i. Explain the key E CRM features
- ii. Importance of B2B CRM
- iii. Five phases of CRM implementation
- iv. Attrition
- v. Promotional tools in marketing a service business

Q 3. Attempt any 3 out of 5

30 Marks

- i) Explain the major features of a customer retention centered organisation.
- ii) Explain Balanced Scorecards in detail.
- iii) Retail Banking, Net Banking, Universal Banking & CRM
- iv) Calculating Lifetime Customer Value. Explain with examples.
- v) Explain the Benefits of Sales Force Automation Software and the disadvantages.

Q 4. Compulsory question

20 marks

Quality practices of Six Sigma. Explain with example