

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Semester III

Subject: Customer Relationship Management

Course New

Marks: 70

Date: 3.1.2013

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 is the meaning of CRM?
- b) What are the benefits of CRM initiatives?
- c) What is e-Commerce?

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

- a) Retail Banking and CRM
- b) Balanced Scorecards
- c) Customer lifetime value
- d) Challenges in e-CRM
- e) BPR

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

- a) Differentiate between functional versus process organization.
- b) Describe the process of implementation of CRM in B2B market.
- c) What are the factors affecting customer loyalty?
- d) Explain with suitable examples the relationship between customer satisfaction and retention.
- e) Describe various service challenges.

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

- a) "Regardless of the company's objectives, an e-CRM solution must possess certain key characteristics". Explain.
- b) "The customer strategy in terms of growth and CRM model have to be well integrated for achieving the objectives of the model". Explain.