

SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

Programme: PGDMM

June 2013 Examination
Subject: Customer Relationship Management

Semester: III
Course: New
Marks 70

Date: 16.06.2013

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. Figure in bracket indicates full marks.

Q.1. Attempt any 2 out of 3

[2x5, 10 MARKS]

- a) Explain Three Major 'Ss' associated with Banking in relation to CRM.
- b) Discuss various advantages of Online Complaints Handling System.
- c) Explain Role of CRM in service industry.

Q.2. Write Short notes on any 2 out of 5

[2x5, 10 MARKS]

- a) Continuity Marketing
- b) Customer Lifetime Value
- c) Customer Retention
- d) CRM Vs e-CRM
- e) Types of Customer Complaints

Q.3. Attempt any 3 out of 5

[3x10, 30 MARKS]

- a) Explain the stages of retention in the Customer Life Cycle.
- b) Discuss Model of Customer Relationship Marketing.
- c) Explain the factors affecting customer loyalty in service sector.
- d) Explain benefits of Sales Force Automation software.
- e) Explain Business Process Re-engineering and discuss its need.

Q.4. Answer the following

(20 marks)

- a) Discuss "CRM-An Important aspect of Banking Today".
- b) Difference between CRM in B2B and CRM in B2C Markets.

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1/1