

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

Programme: PGDRM/PGDMM

Examination: December 2014
Subject: Customer Relationship Management

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 27.12.2014

Instructions:

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

Q.1) Write Short Notes (Attempt any 2 out of 4)

(Marks: 2X5=10)

- a) Business Process reengineering
- b) History and Meaning of CRM
- c) CRM VS e-CRM
- d) Significance of CRM

Q.2) Explain any two of the following:

(Marks: 2X5=10)

- a) Business Intelligence and CRM
- b) Framework of Successful CRM
- c) Customer Satisfaction and Retention
- d) Customer Equity
- e) B2C CRM

Q.3) Attempt any 3 out of 5

(Marks: 2X10=30)

- a) Discuss the benefits of Sales Force Automation Software. Elaborate its Advantages to Sales and Marketing Managers.
- b) Describe Emerging trends and issues of CRM in Financial Services – Banking.
- c) What is Customer life time value? How will you calculate customer life time value?
- d) What are the basic requirements for e-CRM? Discuss three Dimensions in e-CRM.
- e) Discuss the Nature and Significance of Customer Retention.

Q.4) Attempt Both the Questions:

(Marks: 2X10=20)

- a) What are different customer complaints management initiatives taken by an organization?
- b) Discuss the importance of CRM in Marketing.
