

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014

Subject: Customer Relationship Management

Date: 31.12.2014

Semester: III - RE-EXAM

Marks : 50

Time: 3.00 p.m. to 5.00 p.m.

Instructions:

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

Q1) Write short notes on (any 2 out of 4)

(Marks 2*5=10)

- a) Advantages of CRM
- b) Using of Internet in CRM
- c) Customer Lifecycle Management
- d) Variety Seeking Behaviour

Q2) Write short notes on (any 2 out of 5)

(Marks 2*5=10)

- a) Six Sigma
- b) e- CRM
- c) Customer Loyalty
- d) Business Process Re engineering
- e) CRM Measurement Framework

Q3) Attempt (any 3 out of 6)

(Marks 3*10=30)

- a) How can an organization benefit by using customer life time value? Explain with examples.
- b) Explain CRM practices in insurance Industry
- c) "CRM is an important strategic management tool" Elucidate the statement.
- d) What are the various customer Retention strategies? Explain with example
- e) How can an organization increase the loyalty of customers? Explain by examples
- f) How is CRM different in B2B & B2C markets ?