

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015  
Subject: Customer Relationship Management  
Date: 20.06.2015

Semester: III - RE-EXAM  
Marks : 50  
Time: 3.00 p.m. to 5.00 p.m.

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Instructions:

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1. Answer to each new question to be started on a fresh page.
  2. Figure in brackets indicates full marks.
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1. Write short notes on (any 2 out of 4)

**Marks: 2\*5=10**

- a) Need of Customer Relationship Management
- b) CRM vs Electronic Customer Relationship Management
- c) Major areas of CRM decision making
- d) Customer strategy for CRM Implementation

2. Write short notes on any 2 out of 5

**Marks: 2\*5=10**

- a) Net Banking and CRM in Banking
- b) Customer life time value
- c) Customer Loyalty
- d) Customer Acquisition
- e) Advantages of online Complaint Handling System

3. Attempt any 3 out of 6

**Marks: 3\*10=30**

- a) Explain customer relationship management practices in services industry with the help of suitable examples.
- b) Explain the process of Consumer Complaints Management model.
- c) Describe different modules in CRM with the help of suitable examples.
- d) What is sales force automation and explain benefits of sales force automation?
- e) Explain various CRM techniques for B2B Marketers.
- f) Explain Business process reengineering and its implications.