

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

Programme: PGDRM/PGDMM

Examination: June 2015

Subject: Customer Relationship Management

Date: 16.06.2015

Semester: III

Course : New

Marks : 70

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 brackets indicates full marks.
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1. Attempt any 2 out of 4

Marks: 2*5=10

- a) Six sigma
- b) Business process reengineering
- c) Differences between CRM in B2B and CRM in B2C
- d) Goals of CRM

2. Write short notes on any 2 out of 5

Marks: 2*5=10

- a) Types of CRM program
- b) Drawbacks of CRM implementation
- c) CRM in Human Resource
- d) Customer lifetime value
- e) Customer Equity

3. Attempt any 3 out of 5

Marks: 3*10=30

- a) Describe Customer strategy for CRM implementation with the help of examples.
- b) Explain emerging trends and issues of CRM in Banking with the help of examples.
- c) Explain Customer Relationship Management measurement framework.
- d) What is sales force automation and explain benefits of sales force automation?
- e) Explain factors affecting customer loyalty in detail.

4. Attempt both the Questions

Marks: 2*10=20

- a) Explain the various CRM marketing initiatives with the help of examples
 - b) How are companies creating customer retention with the help of Electronic Customer Relationship Management practices, explain with the help of suitable examples?
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