

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

Programme: PGDRM/PGDMM

Examination: December 2015

Subject: Customer Relationship Management

Semester: III

Course : New

Marks : 70

Date: 12.12.2015

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. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Relationship between brand loyalty and customer loyalty
- b) What is the Framework for successful CRM
- c) What are the benefits of CRM to customers and organizations
- d) How are customer satisfaction and retention associated with each other?

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Role of CRM in human resource
- b) Five phases of CRM project implementation
- c) Relationship between Business Intelligence & CRM
- d) Types of customer complaints
- e) Role of SFA in CRM

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are the various CRM marketing initiatives?
- b) What are the various objectives for CRM measurement?
- c) What is the difference between CRM in B2B and CRM in B2C organizations?
- d) Why is it essential to make 'Quality' as a part of organizational culture?
- e) What are the advantages of an online complaint handling system?

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) What do you understand by CLV ? How is it calculated, used and managed by an organization?
- b) Elaborate on the features of an effective e-CRM?
