

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

Programme: PGDRM/PGDMM

Examination: June 2016

Subject: Customer Relationship Management

Date: 11.06.2016

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

(Marks: 2X5=10)

- a) Needs of CRM
- b) Building Customer Loyalty
- c) ERP implementation in CRM
- d) Customer Satisfaction and Retention

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

(Marks: 2X5=10)

- a) CRM in Net Banking
- b) Benefits of CRM initiatives
- c) CRM in financial services
- d) e-Commerce
- e) Advantages of Online Complaint Handling System

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are the Quality Practices in Six Sigma?
- b) Explain the functional components in CRM application.
- c) Bring out the importance of Sales Force Automation.
- d) Describe the attributes of a CRM measurement framework.
- e) Explain the implementation procedure of CRM in B2B.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) What do you mean by LCV? What are its types? Enumerate on the inputs that determine its value?
- b) What is Business Process Re-engineering? Explain the stages of implementing Business Process Re- engineering.
