

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

Programme: PGDRM/PGDMM

Examination: December 2016  
Subject: Customer Relationship Management

Semester: III  
Course : New  
Marks : 70  
Time: 3.00 p.m. to 6.00 p.m.

Date: 10.12.2016

**Q1. Attempt any 2 out of 4** **(Marks : 2 x 5 = 10)**

- a) Total Quality Management
- b) Cross selling
- c) Customer complaint management (CCM) initiatives
- d) Benefits of e-CRM

**Q.2) Write short notes on ( 2 out of 5 )** **(Marks : 2 x 5 = 10)**

- a) Five phases of CRM projects.
- b) Net Banking and CRM.
- c) Three major "S"s associated with CRM in Banking.
- d) Factors that make CRM measurement complex.
- e) Concept of Sales Force Automation.

**Q.3) Attempt any 3 out of 5** **(Marks : 3 x 10 = 30)**

- a) Explain in detail Customer Knowledge Management.
- b) Explain the factors affecting Customer loyalty.
- c) Explain the processes involved in the acquisition of a Customer. What are the influences of acquisition?
- d) Bring out the importance of implementing CRM in B2B Market.
- e) Brief out the history of CRM.

**Q.4) Attempt both the questions.** **(Marks : 2 x 10 = 20)**

- a) "Integration of both business process redesign and deployment of Information Technologies (IT) to support the reengineering work is the need of the hour" Describe.
- b) What do you understand by Customer Lifetime Value? How can Customer Lifetime Value be calculated? What are its key inputs?