

Mid Semester Examination April, 2023

Name of the Program: B.com (H)

Semester: VI

Name of the Course: Customer Relationship Management

Course Code: BCH 605 (M4)

Time: 1-1/2 Hour

Maximum Marks: 50

Note:

- (i) Answer **all the questions** by choosing **any one of the sub questions**.
- (ii) Each question carries 10 marks

Q1	(10 marks)	
(a)	Explain Customer Relationship Management? What are the five components of CRM framework?	CO1
OR		
(b)	Differentiate between transactional marketing and relationship marketing?	CO1
Q2	(10 marks)	
(a)	"Marketing on the internet requires development of plan which should consider users, objectives, strategies and measurement". Discuss.	CO1
OR		
(b)	Distinguish between Analytical CRM and operational CRM?	
Q3	(10 marks)	
(a)	Illustrate the significance of Customer Relationship Management to its stakeholders in detail.	CO1
OR		
(b)	Explain Customer Lifecycle Management? Evaluate five stages of customer lifecycle.	CO2
Q4	(10 marks)	
(a)	Explain the changing trends in CRM. How it is effectively works in retaining customer base?	CO2
OR		
(b)	Demonstrate the strategies for customer acquisition, retention and preventions of defection	CO2
Q5	(10 marks)	
(a)	What is customer life time value? How customer profit analysis help to understand customers.	CO2
OR		
(b)	Write short notes on: (i) Functional Value, (ii) Social Value, (iii) Emotional, (iv) Epistemic Value (v) Conditional value.	CO2