

(4) BCH-605(M4)

5. (a) Illustrate CRM vision. What are the qualifications and responsibilities for CRM consultant Jobs. (CO5)
- (b) What does a senior CRM manager do ? Does CRM influence knowledge management and innovation during execution of day to day work ? Justify your answer. (CO5)
- (c) Imagine you are CRM manager of ABC Ltd. You want a unified cloud based CRM system that will make customer data importing easy and intuitive, allowing your company to make a smooth transition to the cloud with just a few clicks. Demonstrate major challenges that you face during implementation of a unified cloud based CRM system in your organization. (CO5)

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Roll No.

BCH-605(M4)

B. COM. (HONS.) (SIXTH SEMESTER)

END SEMESTER

EXAMINATION, June, 2023

**CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : Three Hours

Maximum Marks : 100

- Note :** (i) All questions are compulsory.
- (ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.
- (iii) Total marks in each main question are *twenty*.
- (iv) Each sub-question carries 10 marks.
1. (a) Define CRM. Who are the stakeholders of Customer Relationship Management ? Recall their roles and responsibilities.

(CO1)

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(2)

BCH-605(M4)

- (b) "Some companies thrive on building strong relationship, while others want to make a sale without long term commitment, either way, business need a strategy." Keeping this statement in view show benefits of transactional and relationship marketing. (CO1)
- (c) Demonstrate the term Corporate Veil. What happens if a company lifts the Corporate Veil? (CO1)
2. (a) What is customer life time value? How customer profit analysis help to understand customers? (CO2)
- (b) Show different challenges faced by managers in measuring customer value? Support your answer with suitable examples. (CO2)
- (c) How do you calculate customer value? Find out the difference between customer benefits and customer cost. (CO2)

(3)

BCH-605(M4)

3. (a) Define benefit segmentation. Do you categorize consumers based on perceived benefits? (CO3)
- (b) Explain customer loyalty programs. What is the difference between loyalty and retention? (CO3)
- (c) Define needs differentiation. Is it possible to differentiate customer based on their needs? Provide real time examples in support of your answer. (CO3)
4. (a) Analyze the changing trends in CRM. How effectively CRM works retaining customer base? (CO4)
- (b) What are the functional and technical requirements for E-CRM solutions? Discuss. (CO4)
- (c) Write short notes on the following : (CO4)
- (i) Data Mining for CRM
 - (ii) Data Warehousing
 - (iii) CRM software packages
 - (iv) Role of interactive technology in CRM

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