Roll No. ☐☐☐☐☐☐☐☐☐☐☐

2306M036

Course: BBA (Retail Management)
Subject: Customer Relationship Management, Code:MMK602
Time: 03 Hours   Semester: III

Max Marks: 70

Instructions to the Students:

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1. a.	Explain Relationship Marketing with an example?	(2)
b.	What is data mining?	(2)
c.	What is strategic CRM?	(2)
d.	What is Customer life time value?	(2)
e.	Mention one economic advantage of customer retention ?	(2)
f.	Explain the use of click stream analysis?	(2)
g.	Define customer loyalty?	(2)
h.	Briefly explain one tool for capturing customer data?	(2)
i.	What is data warehousing?	(2)
j.	Why data integration is important?	(2)

SECTION –B (LONG ANSWER TYPE QUESTIONS)

2.	Why maintaining good customer relationships is important for organisations?	(10)
3.	What is the importance of customer divisibility in CRM?	(10)
4.	Discus the role of IT in CRM?	(10)

5. Discuss the major phases of CRM implementation? (10)

6. Discuss different types of relationship marketing? (10)

7. Enumerate five ethical and legal issues is data usage? (10)

8. Elaborate on the role of business intelligence in CRM? (10)

9. Critically evaluate CRM in automobile sector? (10)

===END OF PAPER===