

SHRI S. H. KELKAR COLLEGE OF ARTS, COMMERCE AND SCIENCE, DEVGAD.  
(SINDHUDURGA)

SEMESTER IV- External Examination April -2023

COURSE: CUSTOMER RELATIONSHIP MANAGEMENT  
TIME : 2:30 hr COURSE CODE-UBIFSIV.

CLASS: S.Y.B.B.I.  
MAX. MARKS: 75



Q1.A. Choose the correct answer.(Any8)

8

1. \_\_\_\_\_ is electronic system whereby at checkout point data is been collected customers will get served quicker  
( Multimedia contact center, Inbound call center, EPOS ( Electronic point of sales )
2. Service Quality = Customer's perception - \_\_\_\_\_  
(Contact Management, Customer's expectations , Skill - based
3. \_\_\_\_\_ being the central authority gives guidelines for implementation of CRM in the insurance sector .  
(IRDA , SBI, RBI)
4. \_\_\_\_\_ means the bailment of goods as security for payment of a debt or performance of a promise .  
( Pledge, Bailment, Mortgage )
5. \_\_\_\_\_ is the base for business expansion because of the stiff competition prevalent in the banking industry .  
( Customer service, CRM , Bank )
6. The essence of CRM is to treat \_\_\_\_\_ individually and offer them with customized products or services .  
( Customer, User, Seller )
7. \_\_\_\_\_ helps the organization to increase profitability at less operating cost .  
( CRM , Mobile, Computer Telephony Integration ( CTI )
8. It is a well - established fact that the cost of acquiring a customer is \_\_\_\_\_ the cost of retaining an existing customer .  
( Three times , Four times, Five times)
9. \_\_\_\_\_ Provides access to all customer information including enquiry status and correspondence .  
( Customer Management ,Knowledge management, Account management )
10. \_\_\_\_\_ is an integrated online sale , marketing and service strategy that is used to identify , attract and retain an organization's customers .  
( E - CRM , E – Marketing, CRM)

Q1.B. State whether the following statements are true or false. (Any7)

7

1. Collaborative CRM covers aspects of a company's dealings with customers that are handled by various departments within a company, such as sales, technical support and marketing.
2. Relationship marketing refers to any marketing activity that "interrupts" a viewer's attention.
3. Web based CRM software is installed on the service provider's server or on partner servers.
4. Accurate information and reports are the life blood of an effective sales force.



5. Customer Service is the interaction between a customer and the company, usually via traditional channels like phone or email.
6. An e-CRM solution must be structured to deliver timely pertinent, valuable information that a consumer accepts in exchange for his or her attention.
7. Service quality gap indicates the difference between the service expected by customers and the service they actually receive.
8. The essence of CRM is to treat customer individually and offer them with customized product or service.
9. In the relationship of Mortgage, where mortgagor is a bank and mortgagee is a customer.
10. Vision of CRM as a single system is providing support to the whole business.

Q2. A. Explain the Seven 'C' Of CRM. 8

Q2.B. Write the CRM process Framework. 7

OR

Q2. P. Write the types of CRM 8

Q2. Q. Differences between relationship marketing v/s transactional marketing 7

Q3. A. Explain the service automation software application for Customer Service. 8

Q3.B. Write the benefits of implementing a CRM System. 7

OR

Q3.P. Explain the database marketing strategy 8

Q3. Q. Write the components of call centers 7

Q4.A. Write the cost benefits analysis of CRM Implementation 8

Q4.B. Explain the Organizational Benefits for Contact Management. 7

OR

Q4. P. Write the benefits & disadvantages of E- CRM 8

Q4.Q. Explain the 3E's measures of CRM 7

Q5.A. Explain the E - CRM Technique used by banks in India. 8

Q5.B. Write the Impact of Globalization on the Banking Sector. 7

OR

Q5. P. Write the short notes (Any 3) 15

1. CRM in Indian Insurance Sector
2. Contact Management
3. Six 'E' s of CRM.
4. Goals of CRM
5. Service quality gaps.