

**Q. 1: Attempt the following. (05 Marks)**

1. Holistic marketers achieve profitable growth by expanding customer share, \_\_\_\_ and capturing customer life time value.  
**(A) Building customer loyalty** (B) creating customer need (C) Renewing a customer base (D) cannibalizing products
2. Which of the following is not a recurring motive of customer attrition?  
**(A) Polite behaviour towards customer** (B). inconvenience in the location (C). incorrect value proposition (D). no feedback from customers
3. Which is the primary focus of customer service in relationship marketing?  
(A) Acquiring new customers. (B) Maximizing short term profit. (C) Implementing effective marketing campaigns.  
**(D) Building long term customer relationships.**
4. In a CRM database, a set of information stored in a row of the database and pertaining to once customer is called  
(A) Cluster (B.) Factor (C.) Flow **(D.) Record**
5. A \_\_\_\_\_ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others  
(A) Customer mailing list (B.) business database (C) financial database **(D.) Customer database**
6. \_\_\_\_\_ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants  
**(A) Customer behaviour** (B) product cycle (C) purchase behaviour (D) service cycle
7. CRM is about  
(A) Growing customer (B) keeping customer (C) getting customer (D) **all of the above**
8. Full form of E-CRM is  
(A) Elective Customer Relationship management (B) Electronic Customer Record method **(C) Electronic Customer Relationship management** (D) Electrical Relationship management
9. The difficulty related to Proliferation is  
(A) Predicting demand (B) Maintain higher inventory (C) Producing large quantity of goods **(D) All of the above**
10. Remedies to proliferation are  
(A) Assemble to order (B) Maintenance of large inventory (C) Maintenance of inventory of common parts **(D) All of the above**

**Q. 2 : Attempt any One from the following. (05 Marks)**

- (1) Explain the impact of ERP on effective CRM for supply chain operators.
  - (2) Explain Strategic pricing in details.
  - (3) Explain Different phases of CRM Business Cycle?
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