

- Q.29 Define customer service. What characteristics makes customer service good?
- Q.30 Write a note on value change management.
- Q.31 What are the ways to understand your customers?
- Q.32 Explain the importance of CRM.
- Q.33 Write a note on role of CRM in retail.
- Q.34 Briefly explain how to create customer service strategy.
- Q.35 Give the framework of customer value proposition.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 What is CRM? Explain the process of CRM in detail.
- Q.37 What is customer loyalty? How the customer loyalty programs are created? Explain.
- Q.38 Write notes on :
- I) Building customer relationship.
 - ii) Emotional Bank account

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Subject:- Customer Relations Management

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 The amount of trust that exist in relationships both personal and professional is emotional bank account. (T/F)
- Q.2 In order to create a good customer value proposition the companies need to obtain a good customer insight. (T/F)
- Q.3 _____Involves the process of selling goods or service to customer through multiple channels of distribution to earn profit.
- a) wholesaling b) retailing
- Q.4 _____Programs are uses to attract new customer and retain old ones.
- a) customer loyalty b) retailing
- Q.5 Finding out what customer want, how much are they willing to spend to get it and knowing their preferences is called _____

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- a) research b) planning
- Q.6 CRM stand for customer relationship management .
(True/False)
- Q.7 A person who ultimately uses the product is called
a _____.
a) customer b) consumer
- Q.8 The act to taking care of the customer need is _____.
a) customer delight b) customer service
- Q.9 _____ is the characteristics of good customer
service.
a) promptness b) ignorance
- Q.10 _____ management is the process by which
business receive raw material, add value to it and
then sell to consumer.
a) supply chain b) value chain

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 How can we build customer relationship? Write one way.
- Q.12 Define value equation.
- Q.13 What is value proposition?

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- Q.14 Define customer profiling.
- Q.15 Write one type of customer loyalty program.
- Q.16 Write one way to understand your customer.
- Q.17 Define customer service.
- Q.18 What is customer loyalty.
- Q.19 Write one tool of CRM.
- Q.20 What is customer interaction.

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 What are the methods for measuring customer loyalty?
- Q.22 Discuss the effective customer service problem solving measures.
- Q.23 Explain how customer strategy is created.
- Q.24 What are the ways to build customer relationship?
- Q.25 Write a short note on value equation.
- Q.26 What are the various parameters measured in CRM?
- Q.27 Write a note on role of CRM in retail.
- Q.28 Explain the tools used CRM.

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