

- Q.28 Write a note on customers profiling to solve various problems of customer.
- Q.29 Explain how sale force automation works in a customer relationship management.
- Q.30 How is total customer determined?
- Q.31 What is the importance of value propositions to customer?
- Q.32 Write a note on Sympathy vs Empathy.
- Q.33 What are the methods for measuring customers loyalty?
- Q.34 Write a note on profitable customer.
- Q.35 Discuss the effective customer service problem solving measures.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What is CRM? Explain the advantages and disadvantages of customer relationship management.
- Q.37 How an customer service strategy be developed?
- Q.38 Explain the various tools of CRM in retail.

No. of Printed Pages : 4
Roll No.

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5th Sem / Branch : DBM, DBM (IPM) Subject:- Customer Relation Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 _____ improves the product quality according to the expectations of the customer.
a) Up selling b) Cross selling
- Q.2 CRM system not only deal with existing customers but is also useful in acquiring new customers. (true/false)
- Q.3 CRM stand for customer relationship management. (ture/false)
- Q.4 The act or practice of selling an additional product or service to an existing customer is called _____. (up selling / cross selling)
- Q.5 In the context of CRM, SFA stands for _____
a) Sales force automation
b) Sales force allocation
- Q.6 _____ reflects the sum of perceived tangible and intangible benefits and costs to a customer.
a) Customer Delight b) Customer Value

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- Q.7 A person who ultimately uses the product is called a _____
 a) customer b) consumer
- Q.8 The first step in analysis of customer value is to identify customers value attributes. (true/false)
- Q.9 The process to manage information about customer to maximise customer loyalty is said to be _____.
 a) Retailers management
 b) CRM
- Q.10 Customer loyalty is a measure of a customer's likeness to do repeat business with a company or brand. (T/F)

SECTION-B

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

- Q.11 Finding out what customer want, how much are they willing to spend to get it and knowing their preference is called _____.
 a) research b) planning
- Q.12 _____ programs are used to attract new customers and retain old ones.
 a) customer loyalty b) retailing
- Q.13 The amount of trust that exist in relationship both personal and professional is emotional bank account. (T/F)

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- Q.14 In order to create a good customer value proposition the companies need to obtain good customer insight. (T/F)
- Q.15 Who is customer?
- Q.16 What is interaction?
- Q.17 IVRS stands for _____.
- Q.18 Write the full forms of CRM.
- Q.19 Name any two type of customer.
- Q.20 Demography includes _____. (age/relationship)

SECTION-C

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

- Q.21 Define all the customer retention strategies.
- Q.22 Explain the various components of customer relationship management.
- Q.23 Explain the goals of customer relationship management.
- Q.24 Explain the customer relationship management selection process.
- Q.25 Give a detailed note on customers profiling to solve various problems of customer.
- Q.26 Explain the role of CRM in retail.
- Q.27 Explain the CRM implementation process.

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