

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.

O.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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Branch : DBM
Subject:- Customer Relations Management

Time : 3 Hrs.

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

- 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. $(10 \times 1 = 10)$

- 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. $(12 \times 5 = 60)$

- 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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