

TED (15) – 4251

(REVISION — 2015)

Reg. No.

Signature

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE — APRIL, 2019**

CUSTOMER RELATIONSHIP MANAGEMENT

[Time : 3 hours

(Maximum marks : 100)

PART — A

(Maximum marks : 10)

Marks

I Answer *all* questions in one or two sentences. Each question carries 2 marks.

1. Define Customer.
2. Define CRM.
3. State the meaning of Data Mining.
4. Define E-CRM.
5. Define Telecommunication.

(5 × 2 = 10)

PART — B

(Maximum marks : 30)

II Answer any *five* of the following questions. Each question carries 6 marks.

1. Explain the components of CRM.
2. Discuss Customer Life Cycle.
3. Explain the components of Enterprise Marketing Automation (EMA).
4. Describe the information requirements for effective CRM solutions.
5. Explain the concept of call centres.
6. Describe Interactive Voice Response (IVR).
7. Describe the concept of Telecommunication.

(5 × 6 = 30)

PART — C

(Maximum marks : 60)

(Answer *one* full question from each unit. Each full question carries 15 marks.)

UNIT — I

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| III | (a) State the needs and objectives of CRM. | 8 |
| | (b) Explain the components of CRM. | 7 |

OR

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| IV | Analyse the method to improve customer interaction. | 15 |
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UNIT — II

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| V | (a) Describe the components of Enterprise Marketing Automation (EMA). | 9 |
| | (b) Discuss about any three barriers to successful sales force automation. | 6 |

OR

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| VI | (a) Summarise the benefits of Data Mining Operations in CRM. | 8 |
| | (b) Determine basic steps of data mining for effective CRM. | 7 |

UNIT — III

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| VII | (a) Classify the different E's of E-CRM. | 7 |
| | (b) Distinguish between CRM and E-CRM. | 8 |

OR

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| VIII | Explain the functions of computer technology integration. | 15 |
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UNIT — IV

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| IX | Illustrate the Roles, responsibilities and qualities of a receptionist. | 15 |
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OR

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| X | (a) Explain the importance of customer care. | 7 |
| | (b) Elaborate on Nonverbal Communication. | 8 |