

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/  
MANAGEMENT/COMMERCIAL PRACTICE — APRIL, 2018

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 CRM.
2. State the meaning of Enterprise Marketing Automation (EMA).
3. Define Data Mining.
4. State the meaning of Customer Loyalty.
5. Recognize the term IVR.

(5×2 = 10)

PART — B

(Maximum marks : 30)

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

1. Discuss the importance of CRM.
2. Explain the components of Enterprise Marketing Automation (EMA).
3. Classify the different E's of E - CRM.
4. Describe the information requirements for an effective CRM solution.
5. Summarize Customer Life Cycle.
6. Describe the importance of Automatic Call Distribution (ACD).
7. List any 5 qualities or attributes required for a good receptionist.

(5×6 = 30)



## PART — C

(Maximum marks : 60)

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

## UNIT — I

- III (a) State the objectives of CRM. 7  
 (b) Explain various benefits of CRM. 8

OR

- IV Determine the components of CRM in detail. 15

## UNIT — II

- V (a) Discuss various functions of Sales Force Automation. 8  
 (b) Explain the barriers to successful Sales Force Automation. 7

OR

- VI (a) Elaborate the benefits of Data Mining operations in CRM. 10  
 (b) Summarise the limitations of Data Mining. 5

## UNIT — III

- VII (a) Discuss key features of E - CRM. 7  
 (b) Differentiate between CRM and E - CRM. 8

OR

- VIII Demonstrate the functions of Computer Technology Integration (CTI). 15

## UNIT — IV

- IX (a) Discuss the advantages and disadvantages of Non-Verbal Communications. 10  
 (b) Describe the importance of Office Communication. 5

OR

- X Explain Customer care and its importance in business. 15