

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/MANAGEMENT/
COMMERCIAL PRACTICE – OCTOBER/NOVEMBER-2018.

CUSTOMER RELATIONSHIP MANAGEMENT

(Maximum Marks : 100)

Time : 3 Hrs

PART-A
(Maximum marks: 10)

Marks

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

1. Define Loyal Customer.
2. Recall Response Management.
3. Recognize the term CTI.
4. Define Verbal Communication.
5. Define Customer.

(5X2=10)

PART - B
(Maximum Marks : 30)

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

1. List out any 6 components of CRM.
2. Indicate the need for Sales force Automation (SFA) in an organization.
3. Explain the Objectives of CRM.
4. Summarize the responsibilities of Receptionist in an office.
5. Discuss the benefits Interactive Voice Response (IVR).
6. Describe the importance of Customer Care to the business.
7. Elaborate the benefits of Data Mining.

[5x6 =30]

PART - C
(Maximum marks : 60)

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

UNIT I

- III (a) Explain Customer Life Cycle. (7)
- (b) List out the benefits of CRM in business. (8)

OR

- IV** Elaborate on Customer Development Process in detail. (15)

UNIT- II

- V** (a) Explain the basic steps of Data Mining process in CRM. (8)
(b) Describe the information requirements for an effective CRM solution. (7)

OR

- VI** (a) Explain the benefits of Enterprise Marketing Automation (EMA). (7)
(b) Summarise the components of Enterprise Marketing Automation (EMA) (8)

UNIT- III

- VII** (a) Discuss the different E's of E-CRM. (8)
(b) List out the benefits of using E-CRM in business. (7)

OR

- VIII** (a) Elaborate the benefits of Automatic Call Distribution (ACD) (8)
(b) Examine Web Enabled Call Centre. (7)

UNIT – IV

- IX** Explain Internal and External communications in an office. (15)

OR

- X** (a) Illustrate the qualities required for a good Receptionist. (7)
(b) Discuss the steps in handling customer complaints. (8)
