



Reg. No. :

Name :

Fifth Semester B.B.A. Degree Examination, December 2018
Career Related First Degree Programme Under CBCSS
Elective Course Stream II : Marketing Management
BM 1561.2 : CUSTOMER RELATIONSHIP MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. Each question carries 1 mark.

1. What is CRM ?
2. What is customer loyalty ?
3. What do you mean by customer retention ?
4. What is sales force automation ?
5. What is data warehousing ?
6. What is supply chain ?
7. Define customer value.
8. Define data analysis.
9. Expand CRC.
10. What is CRM strategy ?

(10×1=10 Marks)

SECTION – B

Answer **any 8** questions in **one** paragraph. Each question carries 2 marks.

11. What are the objectives of CRM ?
12. What is event based marketing ?
13. Define database marketing.
14. What is data mining ?
15. Distinguish between transactional marketing and relationship marketing.

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16. Write a short note on relationship marketing and CRM.
17. What is customer delight ?
18. What is customer development ?
19. What is CLV ?
20. What is click stream analysis ?
21. Define relationship.
22. What are the elements of a call centre ?

(8x2=16 Marks)

SECTION – C

Answer **any 6** questions. **Each** question carries **4** marks.

23. What are the benefits of CRM ?
24. What are the barriers to CRM implementation ?
25. What are the elements of relationship marketing ?
26. What are the stages of customer life cycle ?
27. What is e-CRM ? What is its scope ?
28. Explain the classification of customer database.
29. Write a short note on cross-selling and up-selling.
30. Explain the customer retention strategies.
31. Explain the objectives of a CRM strategy.

(6x4=24 Marks)

SECTION – D

Answer **any 2** questions. **Each** question carries **15** marks.

32. Explain the steps involved in the selection of a CRM tool.
33. Explain the steps involved in developing a customer database.
34. Explain the steps in formulating a CRM strategy.
35. Define CRM. Explain different types of CRM.

(15x2=30 Marks)
