

Reg. No

Name

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U6CRBBA25 : CUSTOMER RELATIONSHIP MANAGEMENT
(Common for Regular 2017 Admission & Supplementary 2016 /2015 Admissions)

Time : Three Hours

Max. Marks: 75

Section A
Answer All (1 marks each)

1. What is Relationship?
2. What is Customer satisfaction?
3. What is customer loyalty?
4. Explain Paynees 5 process model.
5. What is personalization?
6. How can customer retention be managed? (1 x 6 = 6)

Section B
Answer any 7 (2 marks each)

7. Explain customer relationship with suppliers
8. Write a short note on Technology and CRM.
9. Why companies do not want relationships with customers?
10. What is the concept of The North American Australian School?
11. What is customization?
12. Which are the values recieved from people?
13. Which are the sources of customer value?
14. What is product service bundling?
15. What is Customer Delight?
16. Explain the forms of customer commitment. (2 x 7 = 14)

Section C
Answer any 5 (5 marks each)

17. Why do companies want relationships with customers?
18. Frame CRM in the commercial context.
19. How can the Marketing, Sales Service be aligned with the customer minds/
20. How can the customer experience be managed across the touch points?
21. Which are the e-CRM tools?
22. What is value from people?
23. Write a note on structural bond.
24. What are the startegies for customer retention? (5 x 5 = 25)

Section D
Answer any 2 (15 marks each)

25. How does the concept move from customer acquisition to customer loyalty?
26. How is CRM culture creation be important for the employees?
27. Explain CRM marketing initiatives.
28. Explain the CRM implementation process.

(15 x 2 = 30)