BBA DEGREE END SEMESTER EXAMINATION - MARCH 2019

SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : **16U6CRBBA25 : CUSTOMER RELATIONSHIP MANAGEMENT**

(For Regular - 2016 Admission)

Time : Three Hours   Max. Marks: 75

Section A
Answer all the following (1 marks each)

1. What is relationship Quality?
2. Which are the Relationship Management Theories?
3. What is behavioral loyalty?
4. What is work flow automation?
5. Which are the sources for B2B prospecting?
6. Why is customer retention important?

                                                    (1 x 6 = 6)

Section B
Answer any 7 (2 marks each)

7.   What are the CRM constituencies?
8.   Explain the customer relationship challenge.
9.   Why customers do not want relationship with suppliers ?
10. Explain customer satisfaction, customer loyalty and business performance.
11. Which are the sources of customer value?
12. Which are the values recieved from services?
13. Explain value from service.
14. What is service quality?
15. What is customer retention?
16. What are structural bonds?

                                                    (2 x 7 = 14)

Section C
Answer any 5 (5 marks each)

17. Explain the relationship management theories.
18. Write a short note on Technology and CRM.
19. How can the front office and back office be connected beyound the touch points?

20. Why companies do not want relationship with customers?
21. Explain the role of customer service organization in CRM initiatives.
22. What are the different types of sacrifices that a customer makes?
23. What is customer retention? Which are the right CRM tools used?
24. Design the stages of consumer of customer development.

(5 x 5 = 25)

Section D
Answer any 2 (15 marks each)

25. What is CRM? Explain the objectives and significance of CRM.
26. How can the customers be guided to the right channels?
27. What is the consumer prospect in the B2C context?
28. "SFA today provide a host of support to companies" Explain.

(15 x 2 = 30)