

B B A DEGREE END SEMESTER EXAMINATION - APRIL 2021
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U6CRBBA25 : CUSTOMER RELATIONSHIP MANAGEMENT
(For Regular - 2018 Admission & Supplementary 2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Which are the 5P's of customer satisfaction?
2. What is customer loyalty?
3. Which are the common CRM practices across companies?
4. What is Geolocation technology?
5. What is B2B prospecting?
6. What are the strategies for customer development?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What are the benefits of CRM?
8. Explain the new spin on customer loyalty.
9. Explain the Nordic School.
10. Explain Anglo Australian School.
11. Which are the 7P's of service marketing?
12. Write on :
 - a) Marketing Automation
 - b) Sales force automation
 - c) Service automation
13. What is making the right offer?
14. How is the "Complaint management process" done?
15. How does sales promotion encourage the customers?
16. What are the strategies for customer development?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain Analytical CRM and Collaborative CRM
18. Explain the CRM constituencies.
19. How can LTV be computed?
20. How can the customers be guided to the right channel?
21. Who are "New Customers " to a company?
22. What is the framework for a successful CRM?
23. What is customer retention?
24. What are the strategies for terminating customer relationship?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Explain the concept of CRM. Which are the common misunderstandings of CRM?
26. What is the difference between CRM and e-CRM?
27. Explain value from product.
28. "SFA today provide a host of support to companies" Explain.

(15 x 2 = 30)