

Reg. No

Name

23U646

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U6CRBBA25: CUSTOMER RELATIONSHIP MANAGEMENT
(For Supplementary - 2019/2018/2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

PART A
Answer All (1 mark each)

1. What is relationship Quality?
2. Which are the Relationship Management Theories?
3. Which are the features of IMP School of thought?
4. What is contact center automation?
5. What is CRM?
6. Define customer retention.

(1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. What are the CRM constituencies?
8. Write a short note on Technology and CRM.
9. Why customers do not want relationship with suppliers ?
10. What is customer trust?
11. Which are the sources of customer value?
12. Write on :
 - a) Marketing Automation
 - b) Sales force automation
 - c) Service automation
13. What is mass customization?
14. Explain value from service.
15. How does sales promotion encourage the customers?
16. Explain the forms of customer commitment.

(2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Frame CRM in the commercial context.
18. Explain models of CRM
19. How can the front office and back office be connected beyond 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. Explain customer loyalty, satisfaction and churn.
24. Explain the economics of customer retention.

(5 x 5 = 25)

PART 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. Explain consumer sales promotion.
28. Explain the CRM implementation process.

(15 x 2 = 30)