

190016

B.Voc. BPM and Analytics

Subject: Customer Relationship Management

Subject Code: GBGE105

Semester: 2nd(Regular)

Batch: 2018-21

Theory (External): 70 Marks

Time: 03 hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION -A (OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

- Q1 What is marketing mix?
- Q2 Define CRM?
- Q3 Describe the process of CRM Planning?
- Q4 What is data warehousing?
- Q5 What is ECRM?
- Q6 Differentiate between CRM and ECRM?
- Q7 Define SFA?
- Q8 What is HCRM Models?
- Q9 Discuss Relationship between CRM and Technology?
- Q10 Define Seven P's of marketing?

SECTION -B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

- Q1 What is Marketing process? Define four and seven P's of marketing?
- Q2 Discuss the evolution of CRM? How is it strategically important for success of a firm?
- Q3 What is the relationship between Sales Force Automation and CRM? What problem might be faced by an organisation while implementing SFA?
- Q4 What are the objectives of call centres for effective CRM? Explain the function of call centres in details?.
- Q5 Define ECRM? Explain the various levels and ECRM tools?
- Q6 Prepare a detailed project on CRM implementation in an organisation of your choice in fast food sector?
- Q7 Why do so many CRM projects fail? In order to increase the chance of success of CRM project what efforts are required from your side?
- Q8 Explain the process of data warehousing and data mining?

*******THE END*******