

2209M023

**SECTION -B (ESSAY TYPE QUESTIONS)**  
(5x10=50 Marks)

1. What is marketing? What are different entities marketed in marketplace? Illustrate with examples.
2. "Maintaining Customer Service and Support is top priority of CRM". Elucidate the statement with the help of suitable examples.
3. Answer any two:
  - (a) Difference between Marketing and Selling
  - (b) Marketing mix
  - (c) Marketing Process
4. What is the relationship between Sales Force Automation and CRM ? How SFA implementation benefits an organisation? What problems might be faced by an organisation while implementing SFA.
5. What are the objectives of call centres for effective CRM? Explain the functions of call centres in detail.
6. What do you mean by Sales Force Automation? What are the advantages of Sales Force Automation?
7. What are the different types of CRM? How will you improve your business CRM strategy using Social Media?
8. What constitute the macro and micro environment of a company? Explain the Macro environmental elements in detail.

===END OF PAPER===

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**BACHELOR OF VOCATION**  
**Management BPM and Analytics**  
**Subject: Customer Relationship Management**  
**Subject Code: MMK-501**  
**Semester: Second**  
**September 2022**  
**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 mark.
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 (SHORT/OBJECTIVE TYPE QUESTIONS)**  
(10x2=20 Marks)

- A. What does CRM Stand for
- Consumer Relations Management
  - Customer Relationship Marketing
  - Customer Relationship Management
  - Consumer Returns Management
- B. What do the four 'P's' of marketing relate to
- Product, price, place and promotion
  - Product, price, press and promotion
  - Product, price, publicity and promotion
  - Product, price, post and promotion
- C. What is the term for a market that is defined by specific characteristics
- Market niche making
  - Market division making
  - Market characteristic
  - Market segment
- D. Which of the following is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market?
- Segmenting
  - Positioning
  - Targeting
  - Imaging
- E. Which of the following process consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks?
- E-Mail Marketing
  - Web personalization
  - E - Commerce
  - Sales Force Automation

- F. Salesforce.com was one of the first to deliver customer relationship management (CRM) software over the internet. Many companies are using CRM to create more sales with existing customers. All of these companies are banking on the increasing importance of \_\_\_\_\_ as a growing source of sales.
- CRM customer services
  - CRM customer communications
  - Automated Marketing
  - Sales Force Automation
- G. A good, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called
- Commodity
  - Product
  - Durable Goods
  - Nondurable Goods
- H. Which of the following is a person's pattern of living as expressed in his or her psychographics
- Social Class
  - Lifestyle
  - Culture
  - Personality
- I. Customers Lifetime purchases that generate net present value of future profit streams is called \_\_\_\_\_.
- Customer lifetime value
  - Customer Purchase value
  - Company Cost Incurred
  - Customer Relationships
- J. An example of C2C is:
- Irctc.com
  - Ebay.com
  - All of the Above
  - None of the Above