

2112M028

**BACHELOR OF BUSINESS ADMINISTRATION**  
**Management-Retail Management**  
**Subject: Customer Relationship Management**  
**Subject Code: MMK-602**  
**Semester: Third**  
**December 2021**  
**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									

199

**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
(10x2=20 Marks)

- A) CRM v/s e-CRM.
- B) Data v/s Information?
- C) What is Relationship Management?
- D) What are the Components of Customer Satisfaction?.
- E) Describe Customer Satisfaction Index?
- F) Analyse the Main Goal of Customer Relationship Marketing?
- G) What is CRM Audit?
- H) Explain Data Mining.
- D) What are the Principles of Managing Relationship?
- J) What is Data Warehouse?

- 4. Explain the CRM Strategy Cycle.  
OR  
Describe the different Tools of CRM.
- 5. Explain in Detail the Steps for preparing the IT system for CRM..
- 6. How to evaluate the Performance of CRM.
- 7. Explain the Role of Social Media in CRM.
- 8. What are the Ethical issues in CRM?

\*\*\*\*\*END OF PAPER\*\*\*\*\*

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

- 1. What is e-CRM? What are the different Modes of e-CRM?
- 2. What is CRM Strategy? State the Importance of Customer Divisibility in CRM.
- 3. What are Advantages and Disadvantages of Mobile CRMs?