

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

1. What is the importance and goals of CRM? Explain.
2. Write Short Notes on any two
 - a) Building Blocks of CRM
 - b) Types of CRM
 - c) CRM Strategies
3. What is marketing? What are different entities marketed in marketplace? Illustrate with examples.
4. What is ECRM? Explain its opportunities, challenges and ways to avoid pitfalls
5. What do you mean by Sales Force Automation? What are the advantages of Sales Force Automation?
6. What are the different types of CRM? How will you improve your business CRM strategy using Social Media?
7. What constitute the macro and micro environment of a company? Explain the Macro environmental elements in detail.
8. What is the CRM? Define all the Customer Retention Strategies?

===END OF PAPER===

BACHELOR OF VOCATION
BPM and Analytics
Subject: Customer Relationship Management
Subject Code: GBGE105
Semester: Second
July 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 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									

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

- A. Marketing is a process which aims at
- Production
 - Profit-making
 - The satisfaction of customer needs
 - Selling Products
- B. Buying decision of a customer depends on his
- Promotion
 - Price
 - Attitude
 - Product
- C. Green Marketing is
- making environment-friendly products
 - making more products with natural ingredients
 - make use of more green colours in packages
 - educate marketers about the importance of the natural environment
- D. A consumer buying behaviour is influenced by
- Cultural and Social Factors
 - Personal Factors
 - Both (a) and (b)
 - None of the above
- E. In the context of CRM, what does the abbreviation SFA stands for:
- Sales Field Allocation
 - Sales Field Audit
 - Sales Frontend Audit
 - Sales Force Automation
- F. 'total customer benefits' includes:
- Product benefit
 - Image benefit
 - Service benefit
 - All of the above

- G. One of the major problem for e-business growth is :
- Lack of proper Infrastructure
 - Lack of Markets
 - Lack of sellers
 - None of the above
- H. Percentage of number of customers who move from one level to next level in buying decision process is called
- Conversion rates
 - Marketing rates
 - Shopping rates
 - Loyalty rates
- I. _____ is any occasion on which the brand or product is used by end customers.
- Customer touch point
 - Retailer touch point
 - Company touch point
 - None of the above
- J. _____ is a subject-oriented, integrated, time-variant, non-volatile collection of data in support of management decisions
- Data Mining
 - Data Warehousing
 - Web Mining
 - Text Mining