

- Q.17 What are the characteristics of customer service?
Q.18 Explain the concept of Sales Force Automation.
Q.19 Describe the factors that help in building loyalty.
Q.20 What are the several factors to evaluate the performance of a road map?
Q.21 What is CRM?
Q.22 Who is a profitable customer?

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
Q.23 Explain the issues and problems in implementing CRM?
Q.24 Describe the role of CRM in manufacturing sector.
Q.25 What is CRM Metrics? Discuss the elements of CRM Metrics.

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5th Sem / Business Management (Retail)

Subject : Customer Relationship Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 CRM technology can help in
a) Designing direct marketing efforts
b) Developing new pricing models
c) Processing transactions faster
d) All of the above
- Q.2 What is customer retention?
a) Attracting new customers
b) Keeping existing customers engaged
c) Measuring customer satisfaction
d) Reducing customer complaints
- Q.3 The _____ includes all the experiences the customers get while buying and using the offerings.

- a) Value exploration system
 - b) Value delivery system
 - c) Value creation system
 - d) None of the above
- Q.4 Customer Relationship Management is about
- a) Acquiring the right customer
 - b) Instituting the best processes
 - c) Motivating employees
 - d) All of the above
- Q.5 Winning companies enhance the value of their customer base by
- a) Reducing the rate of customer defection
 - b) Increasing the longevity of the customer relationship
 - c) Both a and b
 - d) None of the above
- Q.6 What is the first thing that you should do when making eye contact with a customer?
- a) Say hello
 - b) Smile
 - c) Ask if you can be assistance
 - d) Refer them to the manager

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SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 CRM helps to business to understand their customer. (T/F)
- Q.8 Companies can know about customer loyalty by___ the number of customer satisfaction question. (Increasing/decreasing)
- Q.9 SFA stands for sales Force Automation.(T/F)
- Q.10 CRM stands for_____
- Q.11 _____ is the characteristics of good customer service. (promptness/ignorance)
- Q.12 Customer loyalty programs are used to attract new customers.(T/F)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 What are the types of CRM?
- Q.14 Write a short note on customer experience management.
- Q.15 What is the Customer Strategy Grid?
- Q.16 How would you build customer centricity?

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