MN10AGO

TIME : 2 Hrs.   MARKS : 60

Q. 1. What are the CRM Strategies adopted by banks and insurance companies in India ?   [15]

OR

Q. 1. a) Write a note on e-CRM architecture.   [08]

       b) Explain pre-requisites for Customer Survey.   [07]

Q. 2. a) Evaluate types to call centre available to customers.   [08]

       b) Elaborate complete frame work of e-CRM ?   [07]

OR

Q. 2. a) Write a note on : Customer Value Management in business market. [08]

       b) Brief on : Customer Profiling.   [07]

Q. 3. a) What is data mining ? Evaluate phases or process of data mining ? [08]

       b) Brief on :   1) Predictive dialing
                       2) Text to Speech software
                       3) IVRS

OR

Q. 3. a) What is M-Banking ? How it is useful for customers ?   [08]

       b) Comment on : Key Account Management and its Models.   [07]

Q. 4. a) What is Relationship Marketing ? How it differs from transactional marketing ?   [08]

       b) Discuss benefits of CRM to organisation and customers.   [07]

OR

Q. 4. Short Notes. (Any 3)   [15]
       1) Contact Management
       2) Features of CRM
       3) Golden rules for customer survey
       4) Past, Present and future of CRM.