

SY CB&I

13.10.08

CODE : MANGANESE

Time : 2 Hrs.

CRM in B&I

Marks : 60

- Q.1 a) Explain the conceptual framework of CRM process briefly. 10
b) What is CRM? 05

OR

- Q.1 a) Write a note on CRM based on proactive rather than reactive model. 10
Q.1 b) Write a note on data mining task relevant to CRM. 05
Q.2 a) Explain the Customer Retention theory 10
b) What are the problems related to paper survey? 05

OR

- Q.2 "Motivation of frontline staff is the Key to provide excellent service."
Justify it. 15
Q.3 How does contact management help salesperson to gain competitive
advantages? 15

OR

- Q.3 Write in detail about MIE framework dealing with customer loyalty 15
Q.4 Write shortnotes on (Any 3) 15
1) CRM in banks
2) Relationship marketing - Enhancing the web.
3) Six E's of eCRM
4) Loyalty Accounting matrix
5) Status of CRM in India
6) Knowledge Management
