

N.B. 1) Figures on the right indicate marks for the questions.

Q.1) "CRM is a must for modern business" - Explain the meaning and features of CRM 15

OR

Q.1) "Customer is the king in the market" - Do you agree ? What are the expectations of customers in the market. 15

Q.2) "Relationship management is very important tool for development of the business" Discuss the validity by giving advantages of business to business relationship management. 15

OR

Q.2) What is e-CRM ? Explain the various tools uses in e-CRM 15

Q.3) Explain the various precautions and principles for CRM implementation. 15

OR

Q.3) Explain the various techniques of CRM in banking industry. 15

Q.4) Write short notes on (any three) 15

- 1) CRM strategies
- 2) Buying motives
- 3) Contact management
- 4) Parties for CRM process
- 5) Effectiveness of CRM programme
- 6) Supply chain management
