

• CRM

SILVER

Time : 2 hrs

Marks : 60

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| <p>1) All Questions are compulsory.
2) Figures on the right indicate marks for the questions</p> |
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Q.1 Define CRM. Explain the need, role and importance of CRM in modern business. 15

OR

Q.1 What is CRM? Explain the various advantages of CRM process. 15

Q.2 The modern technology has changed the entire structure of CRM-
Explain the statement with special reference to e-CRM tools. 15

OR

Q.2 Data-mining is very important tool in the hands of CRM- manager.
Do you agree ?
Explain various stages in Data-mining. 15

Q.3 Explain the process of effective C.R.M. in Banking and finance sector. 15

OR

Q.3 What are the various ways to improve C.R.M. in Banks ? 15

Q.4 The customer survey plays very important role in modern business -
Explain various qualities of customer satisfaction survey. 15

OR

Q.4 Relationship management with intermediaries help the organisation
in profit maximisation. – Discuss. 15
