

(L)
OP10ADC

SYBI.
CRM
3/10/15

Marks: 75

Duration: 2.5 hrs

- All the questions are compulsory
- Figures towards right indicate marks

Q1.a. Explain the concept of customer and what are the various orientation of customers? (7)

Q1.b. Explain various purpose of CRM? (8)

OR

Q1. a. How to win markets through effective CRM? (8)

Q1.b. Explain the concept of Relationship marketing? What is the purpose of Relationship marketing? (7)

Q2.a. Explain various strategies in service recovery? (7)

Q2.b. What are the various customer retention strategies in insurance sector? (8)

OR

Q2.a. What is Retention Strategy and explain in detail its various levels? (8)

Q2.b. Write a note on Knowledge Management (7)

Q3.a. Explain the concept of CRM? What are the benefits of CRM to the customers? (7)

Q3.b. What is the various CRM costs for the organization? (8)

OR

Q3.a. Discuss in detail cost-benefit analysis in implementation of CRM? (8)

Q3.b. State various E-CRM techniques used by Banks in India? (7)

Q4.a. Explain the concept of Customer Care Software along with its benefits? (7)

Q4.b. Explain the concept of contact management along with benefits organization have from the contact management? (8)

OR

Q4.a. State various reasons for implementing CRM in insurance? (7)

Q4.b. Explain various customer facilities of banking? (8)

P.T.O

OP10ADC

Duration: 2 hrs

Mark: 75

All the questions are compulsory

Mark towards right indicate marks (15)

Q5. Short notes (any 3)

- a) Customer Service Representative
- b) Organization Structure
- c) CRM Cycle
- d) Customer Switching
- e) Recall Management

OR

Q1. How to win market through effective CRM?

(8)

Q1. Explain the concept of Relationship marketing? What is the purpose of Relationship marketing?

(7)

(7)

(8)

Q2. What are the various customer retention strategies in insurance sector?

OR

(8)

Q2. What is Retention Strategy and explain in detail its various levels?

(7)

Q2. Write a note on Knowledge Management

(7)

Q3. Explain the concept of CRM? What are the benefits of CRM to the customer?

(8)

Q3. What is the various CRM costs for the organization?

OR

(8)

Q3. Discuss in detail cost-benefit analysis in implementation of CRM?

(7)

Q4. State various E-CRM techniques used by Banks in India?

(7)

Q4. Explain the concept of Customer Care Software along with its benefits?

Q4. Explain the concept of contact management along with benefits organization have from the contact management?

(8)

OR

(7)

Q4. State various reasons for implementing CRM in insurance?

(8)

Q4. Explain various customer facilities of banking?

P.T.O.