



Marks:75

Time: 2.30 hrs

Note: All questions are compulsory

Figures towards right indicate marks

- Q1. a. Explain various orientations of customers? (7)
b. What is the purpose of CRM (8)

OR

- Q1. a. What are the factors responsible for growth of CRM? (7)
b. Write a note on "Value Creation in Business" (8)
Q2. a. Write a note on customer retention strategy in insurance sector (7)
b. Explain customer complaint management strategy along with its principles (8)

OR

- Q2 .a. What are the various strategies in service recovery? (8)
b. Explain the concept of Knowledge Management along with its phases (7)
Q3. a. Explain the concept of E-CRM along with its advantages (8)
b. What are the essential steps in customer centric organisational structure? (7)

OR

- Q3 Write a note on Building Customer Loyalty in B2B business (15)
Q4 .a. Explain the concept of M-CRM along with its advantages? (7)
b. What are the various reasons for implementing CRM in insurance (8)

OR

- Q4 a. Write a note on Service Quality (7)
b. What are the ways of maintaining CRM in Banks? (8)
Q5. Short Notes(Any 3) (15)
a. Relationship marketing
b. Customer Survey