

TIME : 2 Hrs.

Marks : 60

**Instructions :**

1. All questions are compulsory.
2. Figures towards right indicate.

**Q.1 a)** Explain the concept of customers Handling and Customer Loyalty. [7]

**b)** Explain E-CRM in detail. [8]

**OR**

**Q.1 a)** Distinguish between Relationship Marketing and Transactional Marketing. [7]

**b)** Explain CRM at ICICI Bank. [8]

**Q.2 a)** Explain strategies in Service Recovery. [7]

**b)** Explain the characteristics of Good Customer Survey. [8]

**OR**

**Q.2 a)** What is EPOS ? Explain its advantages. [7]

**b)** Explain the three key elements in customer service. [8]

**Q.3 a)** What is CRM and State its different types. [7]

**b)** Explain different CVM Framework. [8]

**OR**

**Q.3 a)** What are the Customer Retention Strategies in the Insurance Sector. [7]

**b)** Explain Customer Service Desk. [8]

**Q.4 Write short notes on :** [15]

- 1) Customer switching
- 2) Customer Retention
- 3) E-CRM
- 4) Levels of Retention Strategies
- 5) Web based solution.