

APRIL 2023

66421/KD42B

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. Define CRM.
2. What is customer retention?
3. State the meaning to customer loyalty.
4. What is one-to-one marketing?
5. What is behavior prediction?
6. What is event based marketing?
7. What is call scripting?
8. What is customer call centre?
9. What is lead management?
10. Write a note on Data Analysis.
11. What is CRM in Aviation industry?
12. What is CRM in banking industry?

*I M Com → Customer Relationship Management*

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What are the types of CRM?
14. How do you optimize customer experience?
15. What are the basic elements of relationship marketing?
16. What are the components of business model?
17. How does CRM affect customer service?
18. What are the objectives of mobile CRM?
19. What are the objectives of CRM in insurance sector?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Discuss the framework for customer loyalty.
21. Differentiate between up selling and cross selling.
22. Explain the methods of measuring the customer satisfaction.

23. Discuss the benefits of sales force automation.
24. Explain the main features of E-CRM.
25. Explain the CRM practices in retail industry.