

APRIL 2023

72256/BB46D

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define communication.
2. Who is an Encoder?
3. What are Emblematic signs?
4. State any two difference between hearing and listening.
5. What is CRM strategy?
6. Define Banker.
7. How will you build a customer database?
8. Define Customer satisfaction.
9. What is Relationship Marketing?
10. State the significance of COPRA Forum.
11. Define Ombudsman.
12. List out the objectives of Quality circle.

m BBA ⇒ Customer Relationship Management

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Describe the essentials of a good business letter.
14. Explain the role of semantic barriers in Communication.
15. Explain the elements of Quality circle.
16. Discuss the implementation issues of CRM.
17. How does CRM help customers? Explain.
18. Explain the importance and benefits of customer satisfaction.
19. Analyse the different types of Customer behaviour.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Outline the various types of communication and explain their merits and demerits.
21. Explain the formation process of CRM.
22. Elaborate the different stages involved in the development of customer relationship.

23. Analyse the role of designated Ombudsman and explain the growth of Ombudsman in India.
24. Discuss the framework for customer loyalty.