

APRIL 2024

72256/BB46D

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define communication.
2. What is called as non verbal communication?
3. Define filtering in communication.
4. State any three advantages of CRM.
5. Write a short note on quality circle.
6. Define customer.
7. What is complaint redressal?
8. What do you mean by multi channels?
9. State any two relationship between banker and customer.
10. Define banking ombudsman?
11. What is Market research?
12. State any two merits of market segmentation.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the basic elements of communication?
14. What are the types of public relation? Explain.
15. Explain the evolution of customer relationship.
16. List out the few modern services rendered by banks towards better customer relation.
17. Explain the functions of customer service committee.
18. Explain the benefits of market segmentation.
19. Explain the evaluation procedure of customer satisfaction.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss the various essentials of business letter.
21. Explain how do you enhance customer value.
22. Describe the special features of the relationship between banker and his customer.

23. Discuss in detail about the COPRA FORUM.
 24. What are the various stages of marketing research? Elucidate.
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