B.Com DEGREE (CBCS)EXAMINATION, MARCH 2021

Third Semester

Optional Core - CO3OCT05 - CUSTOMER RELATIONSHIP MANAGEMENT

Common to B.Com Model I Marketing, B.Com Model II Marketing

2017 Admission Onwards

76E24042

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is Trust accoring to CRM?

2. What is Colloborative CRM?

3. What is Customer Segmentation?

4. What is Customer Response?

5. Explain the features of Loyal Customers.

6. Explain Telemarketing.

7. What is Teleshopping /Home shopping?

8. What is Commitment?

9. Explain Customer Profitability management.

10. What is Performance Monitoring?

11. What is Funnel abandonment Rate?

12. What is Onyx CRM?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Describe the main objectives of CRM.

14. Explain the Origin of CRM.

15. What are the forces driving CRM?Explain the terms.

16. Write a note on CRM startegy and Planning process.

17. What is Customer Acquisition?Explain the traditional approach of customer acquisition.

18. Explain the balanced score card approach.

19. How does a CRM program helps in increasing the return on investment of company?

20. Define Call center Management and explain its advantages and Disadvantages.

21. Write notes about any 3 large enterprise CRM.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. What are the oppurtunities for CRM in the changing environment?List out the challenges of CRM and suggest steps to overcome them.

23. Explain in detail the key principles of CRM.

24. Explain in detail the Customer value creation process.

25. Explain the CRM process Framework.

(2×15=30)