

MAY 2016

**P/ID 77568/PMBT4/
PMST4/MBNT4**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of EIGHT questions.

1. Explain the various classification of services.
2. Define the term service and explain professional service.
3. Explain the various steps involved in developing new services.
4. What are the challenges faced by service marketer?
5. What is the role of technology in CRM?
6. What is the necessity of CRM? Discuss.
7. Explain in detail of Kanos model.
8. Differentiate between CRM and e-CRM.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of EIGHT questions.

9. Define the term service and explain supplementary services with example.
10. Explain the classifications of service management.
11. Explain how CRM is built in a business organization.
12. Discuss the forces that drive CRM.
13. Write a detailed note on CRM Strategy with examples.
14. Discuss the role of CRM in enhancing the customer loyalty in an organization.
15. Discuss the various components in CRM solutions.
16. Write a detailed note on practices of CRM followed in any of the private sector.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. “CRM is emerging as a most important factor affecting business growth”. Explain the statement.