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Name of the Candidate:

**M.B.A (CUSTOMER RELATIONSHIP MANAGEMENT) DEGREE
EXAMINATION, 2011**

(FIRST YEAR)

(PAPER-VIII)

180. CUSTOMER RELATIONSHIP MANAGEMENT

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. How a process is important in CRM?
2. Define CRM.
3. State the objectives of CMM.
4. How is the efficiency of CRM is calculated?
5. How a Non responsive call will impact in CRM?
6. What are the costs involved in CRM?
7. Define Data warehouse.
8. What is Target Marketing?

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

9. Discuss the role and functions of consumer clubs in developing CRM.
10. Discuss the emerging trends of E-CRM in India.
11. Explain the role of CMM in CRM.
12. How a ERP system is a tool in CRM? Give illustrations.
13. Explain the functions and scope of computer telephony integration in CRM.

SECTION-C

(1×15=15)

Answer any ONE question

14. Explain the methods of creating customer interaction management for a Textile shop.
15. "CRM will induce business Transformation"- Discuss.
16. Analyse the environmental process impacts the CRM practices.

SECTION-D

(1×15=15)

(Compulsory)

17. Deigns a suitable CRM model for a multiple Cinema theatre.

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