

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018**

**B.B.A., SEMESTER III
U15SBA301 / U14SBA301 – CUSTOMER RELATIONSHIP
MANAGEMENT (SBS - I)**

Time: Three Hours	Maximum: 60 Marks
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SECTION - A (10 X 1 = 10 Marks)

Answer **ALL** Questions.

1. Who is a occasional customer?
2. Define CRM.
3. What is a proactive service?
4. What are customer touch points?
5. What is data warehouse?
6. What is prospecting?
7. What is customer acquisition?
8. What is customer satisfaction?
9. What is customer learning?
10. What is a CRM program?

SECTION - B (5 X 4 = 20 Marks)

Answer **ALL** Questions.

11. a) What are the complementary layers of CRM?
(Or)

b) What are the categories of customer loyalty?

12. a) What are the benefits of CRM?

(Or)

b) Explain customer learning relationship.

13. a) What are the information requirements of an effective CRM solution?

(Or)

b) What are the criteria for selecting a CRM package?

14. a) What are the factors in process automation?

(Or)

b) How would you evaluate performance in CRM?

15. a) What is the role of technology in CRM?

(Or)

b) What are the steps in CRM implementation?

SECTION - C (3 X 10 = 30 Marks)

Answer **ANY THREE** Questions.

16. Explain the forms of direct marketing.
17. Explain key principles of CRM.
18. Discuss the types of CRM.
19. Explain CRM process framework.
20. Describe the CRM technology tools.
