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MBA/MBATM

**THEORY EXAMINATION (SEM-II) 2016-17**  
**CUSTOMER RELATIONSHIP MANAGEMENT**

Time : 3 Hours

Max. Marks : 100

Note : Be precise in your answer.

**SECTION – A**

1. Explain the following:

10 x 2 = 20

- (a) Define CRM.
- (b) What do you mean by customer loyalty?
- (c) What is meant by CRM value chain?
- (d) How Technological Expectation play a vital role in customer satisfaction.
- (e) "Satisfied customers are critical to profitability of the organization". Justify.
- (f) What do you mean by Implicit Expectations of customer?
- (g) Define Service Quality.
- (h) What is Interpersonal Expectation in customer satisfaction?
- (i) What are the various technologies adopted in ECRM.
- (j) Define Customer Lifetime Value.

**SECTION – B**

2. Attempt any five of the following questions:

5 x 10 = 50

- (a) Explain the various forms of customer expectations to be known before measuring customer satisfaction.
- (b) Explain with the help of an example why CRM system is always important for an organization.
- (c) What do you mean by Service Gap Model and its types? How these Gaps could be removed. Comment.
- (d) Briefly explain the Dimensions of Service Quality.
- (e) What are the various effective ways to measure the quality of your customer service?
- (f) Briefly explain the advantages of ECRM in the organization.
- (g) Explain the importance of CRM in Banking Sector.
- (h) Enumerate the functions of CRM in detail.

**SECTION – C**

Attempt any two of the following questions:

2 x 15 = 30

3. What are the stages of Customer Life Cycle Management? Explain your answer with reference to Banking Service to a customer.
4. "Customer Profitability is a key factor that needs to be identified before designing exclusive CRM program". Elucidate?
5. What do you mean by Rural CRM? What are the benefits and limitations of Rural CRM?