



19102086

QP CODE: 19102086

Reg No :

Name :

B.Com. DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Third Semester

**OPTIONAL CORE COURSE - CO3OCT05 - CUSTOMER RELATIONSHIP
MANAGEMENT**

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

2017 Admission Onwards

02F632EC

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

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

1. What is customer retention?
2. What is Transactional approach of CRM?
3. What is Departmental CRM?
4. What is Customer Response?
5. Who are cost oriented customers?
6. Define Product Marketing.
7. Elaborate the concept of Direct Marketing.
8. What is Risk according to Customer relations are concerned?
9. How to remove pain points in the value creation process?
10. What is conversion rate according to performance indicators?
11. Explain the categorisation of CRM application.
12. Explain about Siebel software solution.





(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write a short note about Dissolution in customer relations.
14. What are the factors that affect the Customer Loyalty?
15. "CRM is more than a just a software".Explain.
16. Write a note on CRM startegy and Planning process.
17. Explain the Positive and Negative retention strategies?
18. Explain the common mistakes in customer acquisition staregies.
19. How does CRM budget promotes in relationship management?
20. Explain the objectives of Callcentres.
21. Write short notes about People soft and Oracle CRM.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the common misunderstandings about CRM.
23. Explain in detail the key principles of CRM.
24. What is Customer Profitability management?How we can assess the Customer Profitability Management process?
25. Explain the monitoring and Controlling approaches of CRM.

(2×15=30)

