

S.No. 1280

P 16 CAE 3 B

(For candidates admitted from 2016–2017 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Computer Applications - Elective

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL the questions.

1. What is event-based marketing?
2. What is meant by 'customer satisfaction'?
3. Define e-CRM
4. What is data mart?
5. What is meant by market-based analysis?
6. What is meant by data mining?
7. Who is implementation leader?
8. What is the role of project manager in CRM implementation?
9. Define CTI.
10. Define customization.



PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) What are the advantages of mass customization to build relationship?

Or

- (b) Explain the sequences in retention process.

12. (a) State the different levels of e-CRM.

Or

- (b) State the need to adopt e-CRM.

13. (a) State the steps in developing a CRM strategy.

Or

- (b) Explain the focus of customer care.

14. (a) Explain the decisions of CRM.

Or

- (b) "Information Gathering is key for successful implementation of CRM". Explain.

15. (a) State the benefits of CTI integration with CRM.

Or

- (b) Explain the different types of training methods.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Discuss the IDIC model of CRM in details.

17. Discuss the 4C's of CRM process.

18. Explain the critical areas of customer care function.

19. Discuss the phases of CRM project.

20. Write in detail about the roll out and system hand off phase.