

(070030502)

M.Com. DEGREE EXAMINATION, NOVEMBER 2017

THIRD SEMESTER

Branch — Commerce

Paper V – CUSTOMER RELATIONSHIP MANAGEMENT

3 Hours

Max. Marks : 70

**SECTION – A**

Answer any FIVE questions. Each questions carries 4 marks.

(Marks : 5 × 4 marks = 20 marks)

- (a) Define the CRM.
- (b) Describe the strategic Framework of CRM marketing.
- (c) How do build customer loyalty in organisations?
- (d) What do you mean by adding structural ties?
- (e) Which type of Data collected form the customer?
- (f) What is meant by customer mailing List?
- (g) What do you mean by call Routing?
- (h) Explain the Web based selfservice.
- (i) Write a role on the customer selection.
- (j) List out the mistakes in implementing the CRM.

**SECTION – B**

Answer ONE question from each Unit. Each questions carries 10 marks.

(Marks : 5 × 10 marks = 50 marks)

**UNIT – I**

- (a) Discuss the importance of CRM and how to enhomce the CRM.

**Or**

- (b) Explain the CRM process and its Advantages and disadvantages.

**UNIT – II**

- (a) Explain various types of customers in the market?

**Or**

- (b) Explain the financial and social Benefits of CRM in the organisations.

**UNIT – III**

- (a) Explain the Data collection tools for collecting customer Data.

**Or**

- (b) Discuss the concept of data source marketing.

[P.T.O]

UNIT - IV

5. (a) What is Attributes? How they are used for Customer Relationship Development Process?

Or

- (b) Explain workforce Management in detail?

UNIT - V

6. (a) Explain the Relationship strategies for implementing CRM.

Or

- (b) What is the Role of information technology in CRM?
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