5. What are the objectives of call centres for effective CRM ? Explain the functions of call centres in detail.

UNIT - III

6. What are the requisites for ethics and legalities of data usage in CRM ? Explain.

7. What is the role of effective data mining and data warehousing in CRM ? Explain.

UNIT - IV

8. What is the process of employee engagement in CRM project ? Explain.

9. What do you mean by CRM Audit ? Explain the process of CRM Audit in detail.

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MBA 2 Year 4th Semester (N.S.) 2011-2013 Examination– May, 2017

CUSTOMER RELATIONSHIP MANAGEMENT

Paper : MBA-421

Time : 3 hours　　　　　**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper is divided in **two** sections. Section 'A' comprising eight short answer type questions (carrying two marks each) which are **compulsory**. Answer to each question should not (exceed 50 words normally). Section 'B' comprising 8 questions (2 questions from each unit). The students are required to

attempt four questions selecting one question from each unit. All questions carry equal marks.

SECTION - A

1. Short Answer type questions :

   (a) What do you mean by Customer acquisition ?

   (b) How does relationship marketing benefit customer ?

   (c) What are the components of CRM solutions ?

   (d) Identify the bottlenecks in implementing CRM.

   (e) What are the different social issues in CRM ?

   (f) What do you mean by the CRM strategy ?

   (g) Define Data Mining.

   (h) What is the role of Market Segmentation in CRM ?

SECTION - B

UNIT - I

2. What is the importance and goals of CRM ? Explain.

3. How can different types of Customer Relationship Management (CRM) be an enabling factor to derive full benefits of business environment ?

UNIT - II

4. "Maintaining customer service and support is top priority of CRM". Elucidate the statement with the help of suitable examples.