

**B.Com. (Hons) DEGREE EXAMINATION, NOVEMBER 2018**  
**II Year IV Semester**  
**Core Major- Paper XVIII**  
**CUSTOMER RELATIONSHIP MANAGEMENT**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer **ALL** the questions

1. What do you mean by CRM?
2. What is Cross sell?
3. Write a note on Dependent variable.
4. What is CRM Customer Satisfaction Survey Administration?
5. State the meaning of search cost.
6. Who is Frontline Personnel?
7. What do you mean by Collaboration?
8. What is Supplier Partnership?
9. What do you know about Call centre?
10. Define Customization.

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

11. Distinguish between traditional marketing and relationship marketing.
12. Explain Quantitative measurement methods used in CRM.
13. Discuss Acquisition and Retention costs.
14. Explain Customer and Internal Partnership.
15. State the components of CRM Programme.
16. What is Service Recovery? Explain its principles.
17. Explain the usage of survey results for management in decision making.
18. Explain the phases in building the Customer Relationship.

**Section C** ( $2 \times 15 = 30$ ) Marks**PART - A - Case Study - Compulsory Question**

19. With the advent of the Internet era in the 1990s, the blogging phenomenon – a success across the globe – percolated into the Indian scenario with 14% of the Indian Internet users actively indulging in blogging. Despite being in its nascent stage, blogging culture has emerged as a rage amidst the Indian youth, who regard it as a platform for self-expression. The enthusiastic nature of blogs combined with the growing Indian blogging community has made it imperative for corporates to take notice of this communication medium. With the aim of interacting with its customers and creatively promoting products to attract new buyers, many corporates have launched successful blogs. For instance, Hindustan Unilever Limited's 'Sunsilk Gang of Girls' and eBay's blogs are a huge hit with the crowd. However, except for a few startups and cash-rich companies, blogs are yet to find wide-spread acceptance by corporates in India. Regardless of its benefits, using blogs as a CRM tool has raised many apprehensions.
- (a) Should corporates ignore the power of blogs?
  - (b) Whether blogs can successfully serve as a Customer Relationship Management (CRM) tool for corporates.

**PART - B**

Answer any **ONE** questions

20. Discuss the 11 C's of Relationship Marketing.
21. Explain in detail the procedure for conduct of customer satisfaction research survey.

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**Section C** ( $2 \times 15 = 30$ ) Marks**PART - A - Case Study - Compulsory Question**

19. With the advent of the Internet era in the 1990s, the blogging phenomenon – a success across the globe – percolated into the Indian scenario with 14% of the Indian Internet users actively indulging in blogging. Despite being in its nascent stage, blogging culture has emerged as a rage amidst the Indian youth, who regard it as a platform for self-expression. The enthusiastic nature of blogs combined with the growing Indian blogging community has made it imperative for corporates to take notice of this communication medium. With the aim of interacting with its customers and creatively promoting products to attract new buyers, many corporates have launched successful blogs. For instance, Hindustan Unilever Limited's 'Sunsilk Gang of Girls' and eBay's blogs are a huge hit with the crowd. However, except for a few startups and cash-rich companies, blogs are yet to find wide-spread acceptance by corporates in India. Regardless of its benefits, using blogs as a CRM tool has raised many apprehensions.
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