

M.Com. DEGREE EXAMINATION, EVEN SEMESTER 2021
II Year IV Semester
Customer Relationship Management

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Examine the important business constructs related to CRM
2. Analyse the phases in developing the CRM strategies.
3. Discuss about the models of CRM
4. Compare and contrast between transactional Vs relationship approach of CRM.
5. Evaluate the components of e-CRM tools.
6. Write the significance of customer acquisition, retention and prevention of defection.
7. Elaborate the changing trend in CRM in India.