

Department of B.Com (Bank Management)

BM 616T – CUSTOMER RELATIONSHIP MANAGEMENT

By
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Asst. Prof

SECTION – A

(2 Marks)

1. Define the term CRM
2. What do you mean by CRM?
3. State any two objectives of CRM?
4. Write any two types of CRM?
5. Write a short note on cross sell?
6. What are the characteristics of CRM?
7. Who is a customer?
8. Mention the three levels of E-CRM?
9. What do you mean by customer support?
10. Explain the meaning of E-CRM?
11. What do you understand by lead management?
12. What is an electronic channel?
13. What is the wonder of E-CRM?
14. What are the components of E-CRM?
15. State the meaning of contact

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16. What is meant by touch point?
17. What is sales force management?
18. Explain the term: Campaign Management?
19. What is customer satisfaction?
20. Who are the different types of customers?
21. Define customer satisfaction?
22. State any two reasons for the importance of customer
23. What is data structure?
24. What do you mean by personalization?
25. Write a short note on OLAP
26. What do you understand by 'Back office CRM'?
27. What is known as customer day?
28. Write a short note on customer service?
29. Define customer service?
30. Who is a loyal customer?
31. Write any two requisites for a customer relationship survey
32. State the meaning of terms relationship Marketing
33. What do you mean by data warehousing
34. State any two rules for optimal allocation of CRM

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35. State the meaning of data mining

36. What is database Management??

SECTION – B

(5 Marks)

1. Examine the need for CRM?

2. Enumerate the core elements of CRM?

3. Elucidate the main objectives of CRM?

4. Point out the difference between traditional marketing relationship marketing?

5. What are the benefits of CRM?

6. Explain the characteristics of CRM?

7. What are the various types of customer?

8. How will you deal with the complaining?

9. What are the steps involved in E-CRM process?

10. What are the components of E-CRM?

11. Enumerate various levels of E-CRM?

12. What are the advantages of E-CRM?

13. Explain E-CRM architecture?

14. What is E-CRM technology solutions designed to facilitate customers?

15. What are the differences between CRM and E-CRM?

16. What are the six E'S in E-CRM?

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17. Describe the features of campaign management system?
18. What are the components of enterprise marketing automation (EMA)?
19. Explain the role of contact management in relationship marketing?
20. Describe the process of sales process management
21. Why customer satisfaction is significant for organizations
22. List out the benefits of customer satisfaction in CRM?
23. Write a short note on 'Ombudsman Scheme'?
24. Describe the procedure for segmenting the customer database?
25. List out steps involved in database design.
26. Enumerate various types of data mining in CRM
27. Explain the fundamental structure of success chain.
28. State the grievance redressal option available in CRM.
29. Bring out the importance of customer service.
30. Give an account on customer day.
31. Describe the stages of CRM optimal allocation model?
32. Elucidate characteristics of good customer satisfaction survey?
33. State the effectiveness of measuring relationship marketing?
34. State the importance of CRM implementation in an organization?
35. Explain the tools and techniques of data mining.

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36. State the objectives of data warehouse.
37. What are the components of data warehousing?

SECTION – C

(10 Marks)

1. Elaborate the objectives of CRM.
2. Elaborate the causes for failure of CRM.
3. Describe the process of customer relationship management.
4. 'CRM is an effective approach to success' – Discuss.
5. Describe various key principles of CRM.
6. Describe the challenges of E-CRM?
7. Explain key E-CRM features?
8. Explain various challenges of E-CRM in the present context.
9. Elucidate the prerequisites of customer segmentation in relationship marketing.
10. Explain the components of customer satisfaction.
11. Enumerate the ways of measuring of customer satisfaction?
12. Explain the strategies to be followed in ending customer relationships.
13. Examine need for customer database.
14. Describe the type and challenges in complaint redressal mechanism
15. What are mechanisms available to handle customer complaint? – Explain
16. Enumerate the factors affecting customer satisfaction?

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- 17. Explain the feature of good customer satisfaction survey?
- 18. Explain the data mining applications.
- 19. Explain the various functions of database management system?
