

Total No. of Questions : 6]

SEAT No. :

**P2219**

[Total No. of Pages : 4

[5805]-219

**M.Com. (Part - I)**

**ADVANCE MARKETING (Special Paper - II)**

**217 : Customer Relationship Management & Retailing (Group - H)  
(2019 Credit Pattern) (Semester - II) (Regular)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) *Question. No. 1 and Question. No. 6 are compulsory.*
- 2) *Solve any three questions from Q. No.2 to Q. No. 5.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Fill in the blanks by selecting suitable choice (any six) :

**[6]**

- i) A \_\_\_\_\_ is an organised collection of detailed information about individual customer for future purpose.
  - a) Customer database
  - b) Customer mailing list
  - c) Business database
  - d) None of the above
- ii) \_\_\_\_\_ is a study of how individuals, groups and organisations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.
  - a) Consumer behavior
  - b) Product cycle
  - c) Purchase behavior
  - d) None of the above
- iii) \_\_\_\_\_ is the role of IT in eCRM.
  - a) Mass Customisation
  - b) The Business Goals and Measurement
  - c) The integration factors
  - d) eCRM Risk
- iv) SAP. CRM software is a \_\_\_\_\_.
  - a) Comprehensive
  - b) Automation
  - c) Marketing automation and Customer Support
  - d) All of the above

**P.T.O.**

- v) Customer Experience Management is the \_\_\_\_\_.
- Brand promotion
  - Word of mouth communication and reputation
  - Previous experience of the company
  - All of the above
- vi) Building the Experiential Platform includes \_\_\_\_\_.
- Experiential positioning
  - Experiential value promise
  - Overall implementation theme
  - All of the above
- vii) Process of CRM Implementation includes \_\_\_\_\_.
- Competitive Situation Analysis
  - Strategic Alignment
  - Business Interruption
  - All of the above
- viii) \_\_\_\_\_ is the advantage of Customer Centric Organization.
- Creating a unique experience
  - Esteem & satisfaction
  - Collaboration
  - Reduced Absenteeism

**Q2)** What is 'CRM'? Explain the evolution of relationship as a marketing tool and factors responsible for growth of CRM. [14]

**Q3)** Define the term 'e-CRM'. Explain the eCRM in Business and Important CRM softwares. [14]

**Q4)** Explain the changing roles of CRM and customer Experience Management. [14]

**Q5)** Explain in detail Customer Centric Organisational structure and Employee Organisation Relationship. [14]

**Q6)** Write short notes (Any Two) [12]

- Customer Recall Management
- Features of eCRM
- Customer Lifetime value
- CRM Implementation





