

A

(Printed Pages 4)

(20222)

Roll No.

B.B.A.-III Sem.

18089 (CV-III)

B.B.A. Examination, Dec.-2021

Customer Relationship Management

(BBA-304)

(New)

Time : 1½ Hours]

[Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section- A

(Very Short Answer Questions)

Note : Answer any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words.

$2 \times 7.5 = 15$

P.T.O.

1. Why Beta test is important?
2. Write the types of CRM Solutions
3. What do you understand by CRM touch points?
4. Write the potential drawbacks of CRM.
5. What is a supplier and its role?

Section - B

(Short Answer Questions)

Note : Attempt any **one** question out of the following **three** questions. Each question carries 15 marks. Short answer is required not exceeding 200 words.

$1 \times 15 = 15$

6. Define components of CRM through diagram

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7. How CRM is beneficial in Retail Sector?
8. Do you think Retention of Customers can be increased using CRM? Explain in brief.

Section - C

(Detailed Answer Questions)

Note : Attempt any **two** questions out of the following five questions. Each question carries 22.5 marks. Answer is required in details. $2 \times 22.5 = 45$

9. What is Customer Relationship Management ? What are its components and objectives?
10. What are the phases of CRM projects? Explain each in brief Separately.

11. What is Sales force Automation? How is it beneficial?
12. Do you think E-CRM is beneficial for business? Explain its working and define the points to consider before its implementation.
13. How do Elements and process of CRM help in growing Business?