

18089

B.B.A. Examination, Dec.-2022
Customer Relationship Management

(BBA-304)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

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

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words.

1. Define Data import.
2. Write the purpose of CRM.

3. How can training benefit retention? 3
4. Name the different modules in CRM. 3
5. Name 4 C's of CRM process. 3

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries **7½** marks. Short answer is required not exceed **200** words.

6. What are five important steps in CRM implementation? 7½
7. What do you understand by CCM? Explain in brief its importance for growth of business. 7½
8. Explain the important utility tool and the benefits of its integration in CRM. 7½

Answer Type Questions)

Note : Attempt any **three** questions out of the following five questions. Each question carries **15** marks. Answer is required in detail.

9. Define CRM. What are its components? Describe. 15
10. What is meant by CRM solutions? How will you choose the right CRM to maximize ROI from your investment? 15
11. What is customer relationship Management and how is it important? 15
12. Define E-CRM. Describe its features and process of implementation. 15

13. Explain the purpose of Beta test and how can this be performed? 15