

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATION: DECEMBER 2022

B.Com- CA (NME)

MAXIMUM MARKS: 50

III SEMESTER

TIME: 2HOURS

PART - IV - NME

21UCC3NC – CUSTOMER RELATIONSHIP MANAGEMENT

SECTION-A

(10×1=10 Marks)

Answer the following Question

1. Enhance Customer Relationship Management started in _____. (K1)
 - a) 1980
 - b) 1970
 - c) 1985
 - d) 1990

2. EAI stands for _____. (K1)
 - a) External Authoring Interface
 - b) Enterprise Application Integration
 - c) Equal Appearing Interval
 - d) None of the above

3. A successful CRM increases production and profit throughout the _____. (K1)
 - a) System life cycle
 - b) Business life cycle
 - c) Customer life cycle
 - d) Organization life cycle

4. What is the other name of the CRM engine? (K1)
 - a) Data repository
 - b) Data mart
 - c) Data warehouse
 - d) All of the above

5. Customer and account can be developed through a medium of ____ software in an organization. (K1)
 - a) Customer Force Automation
 - b) Account Force Automation
 - c) Sales Force Automation
 - d) Supply Sales Force Automation

SHORT ANSWERS

6. What do you mean CRM? (K2)

7. List out the benefits of CRM? (K2)

8. What are the factors influenced by buying? (K2)

9. What is call center CRM? (K2)

10. What is shopping rates? (K2)

SECTION-B**(5×8=40 Marks)****Answer any Five of the Following Questions**

11. Explain the Components of CRM. (K3)
12. Discusses the characteristics of a good CRM. (K4)
13. Explain the different types of customer profiling. (K3)
14. Discusses the Customer Life Cycle. (K4)
15. How Business can embrace a customer centric approach. (K3)
16. Discuss the benefits of customer centric marketing. (K4)
17. Explain the steps to create a successful CRM strategy. (K3)
18. Explain the different types of loyal customer. (K5)

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