

**END-OF-SEMESTER EXAMINATION: DECEMBER 2022**

**MAXIMUM MARKS: 50**

**TIME: 2HOURS**

## 21UCC3NC – CUSTOMER RELATIONSHIP MANAGEMENT

**(10×1=10 Marks)**

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

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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