

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2023 ONLY)

23UCC3N1

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS: NOVEMBER-2024**  
**COURSE NAME: B.COM CA** **MAXIMUM MARKS: 50**  
**SEMESTER: III** **TIME : 2 HOURS**

**PART - IV**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**(K1)**

**(Qn. No. 1 - 5)**

1. The primary focus of customer service in relationship marketing is \_\_\_\_\_.  
A) Acquiring New Customers                      B) Maximizing short term Profits  
C) Building long term customer relationship D) Implementing effective marketing
2. CRM technology can help in \_\_\_\_\_.  
A) Designing direct marketing efforts              B) Developing new pricing models  
C) Processing transactions faster                      D) Collecting Business Database
3. A consumer buying behavior is influenced by \_\_\_\_\_.  
A) Cultural and social factors                      B) Personal factors  
C) Processing transactions faster                      D) Maximizing short term Profits
4. \_\_\_\_\_ is the fundamental determinant of a person's wants and behavior.  
A) Culture                      B) Attitude                      C) Value                      D) Reward
5. Process of manage information about customers to maximize loyalty is said to be \_\_\_\_\_.  
A) company relationship management                      B) Supplier Management  
C) Retail Management                      D) Customer Relationship Management

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**

**(K2)**

6. Define CRM.
7. What is Customer Value?
8. Define Customer Centric Marketing.
9. Recall CRM strategy.
10. Name any two Client Retention Programmes.

**(CONTD...2)**

**SECTION – B** **(5 X 8 = 40 MARKS)**  
**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

11. a) Examine Concept and Characteristics of Customer Relationship Management.

**(OR)**

b) List out Steps involved in Customer Relationship Management.

12. a) Determine Customer Profile and Customer Values.

**(OR)**

b) Explain Customer Life Cycle.

13. a) Summarize Benefits of Customer-Centric Marketing.

**(OR)**

b) Outline about Importance of Effective Consumer Relations.

14. a) Categorize Reasons for Customer Defection.

**(OR)**

b) Discuss about Benefits of Customer Relationship Management Strategy .

15. a) Discover Customer Rewards Programs.

**(OR)**

b) Classify Types of E-Solutions.

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