

(FOR THE CANDIDATES ADMITTED

22UBI6E5

DURING THE ACADEMIC YEAR 2025 ONLY) REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2025

B.COM. BANKING AND INSURANCE

MAXIMUM MARKS: 50

SEMESTER: VI

TIME : 3 HOURS

22UBI6E5 – CUSTOMER RELATIONSHIP MANAGEMENT

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

1. _____ is a key objective of CRM.
 - a) Reduce production costs
 - b) Enhance customer satisfaction
 - c) Focus only on marketing
 - d) Ignore customer feedback
2. _____ is a type of CRM strategy focuses on acquiring new customers.
 - a) Customer retention strategy
 - b) Customer expansion strategy
 - c) Customer acquisition strategy
 - d) Customer satisfaction strategy
3. _____ is a key feature of E-CRM
 - a) Face-to-face customer interaction
 - b) Internet-based customer communication
 - c) Limited customer data analysis
 - d) Exclusively for offline services
4. _____ is most commonly used for CRM in the banking sector.
 - a) Blockchain
 - b) Artificial Intelligence
 - c) Internet of Things (IoT)
 - d) CRM software
5. _____ is a key component of data warehousing.
 - a) Data processing
 - b) Data storage
 - c) Data mining
 - d) Data entry

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is a major limitation of CRM?

7. Define CRM Strategy

8. What is E-CRM?

9. Role of call Centre in banking

10. What is the primary goal of data warehousing in CRM?

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SECTION – B

(5 X 3 = 15 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K3)

11. a) Discover the significance of CRM in business.
(OR)
b) List the limitations of CRM.
12. a) Sketch the types of CRM strategies.
(OR)
b) Describe the steps involved in implementing CRM strategies effectively.
13. a) Examine the E-CRM and its benefits to businesses
(OR)
b) Discover the key features of E-CRM.
14. a) Interpret the importance of CRM in the banking sector.
(OR)
b) Describe the Call centre architecture.
15. a) Show the implementation of CRM in the life insurance sector.
(OR)
b) Describe the components of data warehousing.

SECTION – C

(5 X 5 = 25 MARKS)

ANSWER THE FOLLOWING QUESTIONS..

(K4 (Or) K5)

16. a) Discuss the evolution of CRM and its impact on customer relationship strategies
(OR)
b) Examine the types of CRM in detail.
17. a) Summarize the concept of CRM for the Client-Server Model. How does it benefit businesses?
(OR)
b) Formulate the key components involved in building and implementing CRM strategies in an organization.
18. a) Analyse the difference between E CRM and Traditional CRM.
(OR)
b) Discuss the problems encountered in E-CRM and provide solutions to overcome them.
19. a) Evaluate the role of CRM in banking sector.
(OR)
b) Investigate the features and functionality of call centre.
20. a) Classify the role of CRM in the life insurance and general insurance sectors.
(OR)
b) Discuss the architecture of data warehousing and its impact on CRM.
