

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

23UBI6E5

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : APRIL - 2026

B.Com.-BANKING AND INSURANCE

MAXIMUM MARKS: 75

SEMESTER: VI

TIME : 3 HOURS

PART - III

CUSTOMER RELATIONSHIP MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

MULTIPLE CHOICE QUESTIONS.

1. The main purpose of CRM is _____
 - a. To manage company finances
 - b. To design products
 - c. To manage customer relationships
 - d. To control employee attendance
2. One of the following is a common CRM strategy _____
 - a. Ignoring customer feedback
 - b. Increasing product cost
 - c. Building long-term customer relationships
 - d. Reducing product quality
3. e-CRM primarily use to manage customer relationship is _____
 - a. Paper records
 - b. Internet and digital tools
 - c. Manual phone calls only
 - d. Face-to-face meetings only
4. The main goal of CRM in banking is _____
 - a. To increase branch buildings
 - b. To hire more staff
 - c. To reduce interest rates only
 - d. To improve customer satisfaction and loyalty
5. The main purpose of CRM in insurance is _____
 - a. To maintain customer relationships and improve service
 - b. To sell policies randomly
 - c. To increase paperwork
 - d. To reduce insurance coverage

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. What does CRM stand for?
7. Name one key step in the CRM selection procedure.
8. State one commonly used e-CRM tool.
9. List two key component of call centre architecture.
10. Identify main purpose of a data warehouse.

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Describe the characteristics of Customer Relationship Management.
(OR)
b) Show the various types of Customer Relationship Management.
12. a) Assess the importance of various types of CRM strategies.
(OR)
b) Explain CRM process selection procedure. **(CONTD.....2)**

13. a) State the differences between CRM and E-CRM.
(OR)
b) List out the problems in E-CRM.
14. a) Sketch the advantages and disadvantages of CRM in the banking sector.
(OR)
b) Explain the different types of Call Centre.
15. a) Write the role of CRM in Life Insurance.
(OR)
b) State the various components of Data Warehousing.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K4 (Or) K5)

16. a) Analyze the various features of CRM with suitable examples.
(OR)
b) Explain CRM implementation process.
17. a) Point out the essentials of a CRM strategy.
(OR)
b) Explain role of CRM in the client–server model.
18. a) Examine the various channels used for customer interaction in CRM.
(OR)
b) Summarise the basic requirements of Customer Relationship Management (CRM)
19. a) Explain the importance of CRM in the banking sector.
(OR)
b) Elaborate the features and functionality of a call centre in CRM.
20. a) Describe the role of CRM in General Insurance.
(OR)
b) Show the various types of data warehousing.

ETHICAL PAPER