Code No. : 7533   **Sub. Code : ZKCE 23**

M.Com. (CBCS) DEGREE EXAMINATION, APRIL 2023

Second Semester

Commerce - Elective

CUSTOMER RELATIONSHIP MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ history of a customer helps to retain them
    (a) threatening   (b) corrupt
    (c) transactional   (d) none of the above

2. Customer information database helps to withstand
    (a) cleaning   (b) dirtiness
    (c) competition   (d) none of the above

3. _____ is a customer retention strategy in CRM?
    (a) Personnel   (b) Passional
    (c) Personalization   (d) none of the above

4. Customer retention in CRM means _____ the existing customers

   (a) pertaining   (b) deleting

   (c) retaining   (d) none of the above

5. The first step in the sales funnel of CRM is known as

   (a) greed   (b) creed

   (c) lead   (d) none of the above

6. CRM _____ is an efficient strategy.

   (a) auditing   (b) crediting

   (c) debiting   (d) none of the above

7. A CRM strategy is a plan to _____ sales and improve customer service

   (a) increase   (b) decrease

   (c) weaken   (d) none of the above

8. The full form of TQM is Total Quantity _____

   (a) Measurement   (b) Model

   (c) Management   (d) none of the above

9. _____ is a CRM software

   (a) zenbench   (b) zenchair

   (c) zendesk   (d) none of the above

10. Data _____ help to store information relating to CERM

    (a) warehuts   (b) warehomes

    (c) warehouses   (d) none of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words

11. (a) Give a brief account of any five benefits of a customer database.

    Or

    (b) Mention any five internal data sources of customers

12. (a) List out the steps in the process of CRM in brief.

    Or

    (b) Give a short account of any five customer retention techniques.

13. (a) What are the qualities of a good CRM strategy?

    Or

    (b) Enumerate the five phases of CRM planning.

14. (a) Give any five points to illustrate why service quality is important

    Or

    (b) Explain the levels of service quality expectations of customers.

15. (a) What are the classes of tasks of data mining?

    Or

    (b) Explain any five TQM concepts.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words

16. (a) Give any eight factors that influence Customer Perception Analysis in detail.

Or

(b) What are the details that Customer information Database contain? Give an elaborate account of any eight

17. (a) What are the points to focus while acquiring customer database?

Or

(b) List out any eight elements of CRM and explain each.

18. (a) What are the eight essential steps in building a good CRM strategy? Explain.

Or

(b) Explain any eight CRM tools.

19. (a) What are the steps to provide a strong service quality to the Customers?

Or

(b) Explain any eight determinants of service quality.

20. (a) Give any eight factors that influence the customers' expectations with explanation

Or

(b) Give any eight reasons why data warehousing is necessary.

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