

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

Second Semester

Commerce

Elective — CUSTOMER RELATIONSHIP
MANAGEMENT

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ means customer's belief related to products or services received or experienced.
- (a) Perception
 - (b) Expectation
 - (c) Wants
 - (d) Needs

6. Which of the following techniques is used to know more about current and potential customers?
- (a) Quality control management
 - (b) Total quality control
 - (c) Data mining
 - (d) Efficient feedback
7. _____ CRM is more attuned in developing the organization's systems through customer insights.
- (a) Operational CRM
 - (b) Strategic CRM
 - (c) Analytical CRM
 - (d) Time bound CRM
8. Customer satisfaction can be defined by comparing
- (a) Predicted service and perceived service
 - (b) Predicted service and desire service
 - (c) Desired service and perceived service
 - (d) Adequate service and perceived service
9. ECRM means
- (a) Electronic Customer Relationship Management
 - (b) Electrical Customer Relationship Management
 - (c) Equipped Customer Relationship Management
 - (d) Electronic and Electrical Customer Relationship Management

_____ is the process of acquiring new customers for business or converting existing prospect into new customers.

- (a) Customer retention
 - (b) Customer creation
 - (c) Customer acquisition
 - (d) Customer engagement
3. A buyer's perception of value is considered a trade-off between
- (a) Product value and psychic cost
 - (b) Total customer value and total customer cost
 - (c) Image value and energy cost
 - (d) Service value and monetary cost
4. CRM is a business philosophy that aims at maximizing _____ in the long run.
- (a) Organization value
 - (b) Customer value
 - (c) Business value
 - (d) Software value
5. CRM technology can help in
- (a) Designing direct market efforts
 - (b) Developing best pricing models
 - (c) Processing transactions faster
 - (d) All the above

10. CRM system generates _____ throughout interactions on different channels.
- (a) 340-degree customer view
 - (b) 350-degree customer view
 - (c) 360-degree customer view
 - (d) 370-degree customer view

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is the difference between Customer Expectation and Customer Perception?
Or
(b) Define customer lifetime value and why is it very important?
12. (a) What is CRM? Mention its features.
Or
(b) Explain the process of CRM.
13. (a) What do you know about the strategic CRM planning process?
Or
(b) What is customer-centric approach in CRM? List out its benefits.



14. (a) What are the factors determines the customer's expectation and perception?

Or

(b) Write down the different types of service quality.

15. (a) How is a relationship marketing help to build relationship with customer?

Or

(b) Differentiate between data mining and data warehousing in CRM.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the various components of customer satisfaction.

Or

(b) How does customer segmentation improve profitability? Explain.

17. (a) CRM requires different models, what are they?

Or

(b) Enumerate the strategy applicable for customer acquisition.

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18. (a) Elucidate the importance and role of CRM manager in any concern.

Or

(b) State and explain the steps involved in implementation of CRM.

19. (a) Explain clearly about the service quality gap and its models.

Or

(b) Write down the Effective Ways to Measure Service Quality.

20. (a) Elaborate the recent trends in CRM.

Or

(b) What are the requisites for ethics and legalities of data usage in CRM? — Explain.

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