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Register Number :

6928

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(APPLIED MANAGEMENT)****(SECOND YEAR)****230 — CUSTOMER RELATIONSHIP MANAGEMENT**

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions. (5 × 3 = 15)
All questions carry equal marks.

1. Write a note on 'Dynamics of CRM'.
2. Give the benefits of call centre dictionary.
3. State the attributes required for integrating customer relationship management with ERP system.
4. What is customer interaction management?
5. Point out the benefits of computer telephony integration.
6. What is data mining? Mention its applications.
7. Define CIM.
8. Describe the integration attributes of the customer relationship management.

SECTION B

Answer any THREE questions. (3 × 10 = 30)
All questions carry equal marks.

9. Bring out the different types of data.
10. What are the strategies involved for retaining the customers towards the Organisation? Explain.
11. Explain the need and principles of customer relationship management in insurance industry.

12. Explain the components of customer relationship management.
13. Discuss call centre features and architecture.

SECTION C**Answer any ONE question.****(1 × 15 = 15)**

14. Elucidate the things required for an effective use of customer relationship management.
15. Explain the process of implementing customer relationship management.
16. Explain reaching optimum integration with ERP and CRM via web.

SECTION D**(Compulsory)****(1 × 15 = 15)**

17. Discuss the applications and selecting data mining technologies in Customer Relationship Management.

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