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Register Number
Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(DESIGN MANAGEMENT)

(SECOND YEAR)

230: CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three hours   Maximum: 75 marks

SECTION-A   (5×3=15)
Answer any FIVE questions

1. What is meant by CRM?

2. Enlist the characteristics of CRM.

3. What is data mining?

4. What is small business CRM?

5. How is the performance of CRM evaluated?

6. What do you mean by quality in CRM?

7. State the importance of CRM in B2B sector.

8. What are the uses of analytical CRM?

SECTION- B   (3×10=30)
Answer any THREE questions

9. What is CRM? Why do business require CRM?

10. What are the various components of CRM? Explain.

11. What is analytical CRM? What are its features?

12. How does information technology help in CRM functions of an organisation?

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

13. Explain the process of developing CRM in an organization.

14. Does an E-business require CRM? Justify your answer.

15. What are CRM tools? Write sort notes on any four.

SECTION- D   (1×15=15)
(Compulsory)

16. Why should organizations invest and implement CRM? Discuss.

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