

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-3)

CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code : MScFMM-307

Paper ID : [A3189]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

SECTION-A

Q1. Answer briefly :

1. What is customer centric thinking?
2. Discuss briefly some of the ethical considerations in CRM.
3. Define prospect database.
4. What is the CRM Eco- system?
5. Back office involvement is done in Analytical CRM. Comment.
6. Why is customer retention less costly than customer acquisition?
7. What is the concept of value chain?
8. How is customer value and customer satisfaction related?
9. Differentiate between the terms benchmarks and metrics.
10. How does sales force automation benefit a sales executive?

SECTION-B

Unit-I

- Q2. Some say origins of CRM are in the concept of Relationship Marketing. Describe the concept of Relationship Marketing.
- Q3. Explain the various CRM Business Models.

Unit-II

- Q4. Discuss the relationship between customer loyalty and company profitability.
- Q5. What is a data base? How does a marketing company assess that its current data base is effective?

Unit-III

- Q6. Explain how CRM is practiced in Fashion Industry.
- Q7. Explain in detail the concepts of Sales Force Automation, Contact Management and Enterprise Management.