

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER- II) EXAMINATION, APRIL 2018
CUSTOMER RELATIONSHIP MANAGEMENT (GE-II)

Duration: 2 hours

Marks: 80

INSTRUCTIONS

1. *All questions are compulsory.*
2. *Figures to the right indicate full marks.*
3. *Answer the question nos. 3 to 6 in approximately 400 words.*

Q1. Answer any **FOUR** of the following (approx. 100 words each). (4x4= 16)

- a. What are the factors influencing relationship value? Explain.
- b. What is the role of internal marketing in an organization? Explain.
- c. Explain how a company can convert its good customers into best customers
- d. Explain brand equity and its drivers.
- e. Explain customer defection. What are the steps involved in reducing the rate of defection?
- f. What do you mean by data warehouse? Explain.

Q2. Answer any **FOUR** of the following (approx. 100 words each). (4x4= 16)

- a. What do you mean by the customer service/ sales profile? Explain.
- b. What is the need for CRM? Explain.
- c. What do you mean by value equity? Explain.
- d. What are the benefits of internal marketing?
- e. What do you mean by RFM analysis? Explain.
- f. What do you mean by customer profitability? Explain.

Q3.A) What do you mean by database marketing? What are its limitations? (12)

OR

Q3.X) What do you mean by customer retention? Explain programs used to retain customers. (12)

Q4.A) What are the different types of customer complaint action? Explain. (12)

OR

Q4.X) Explain the 4A's of marketing with the help of a diagram. (12)

Q5.A) What do you mean by marketing funnel? Explain the steps involved. (12)

OR

Q5.X) Explain relationship bonds as a relationship strategy. (12)

Q6.A) Differentiate b/n consumer behavior and organizational buying behavior. (12)

OR

Q6.X) Explain the benefits of CRM to customers and firms. (12)

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