

Goa VidyaprasarakMandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER- II) SUPPLEMENTARY EXAMINATION,
MAY/JUNE 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. Explain switching barriers which customers face while leaving an organization.
 - b. How does an organization deal with unprofitable customers? Explain.
 - c. Explain how data is analyzed using data mining and market basket analysis.
 - d. What do you mean by internal marketing? Explain.
 - e. Explain platinum tier of customer pyramid.
 - f. What do you mean by relationship marketing? Explain.
- Q2. Answer any **FOUR** of the following (approx.100 words each). (4x4= 16)
- a. What do you mean by marketing funnel? Explain.
 - b. Explain frequent shopper programs.
 - c. Explain the gold tier of customer pyramid.
 - d. What do you mean by organizational buying behavior? Explain.
 - e. What do you mean by consumer behavior? Explain.
 - f. What do you mean by Customer Lifetime Value? Explain.
- Q3.A) Explain the strategies involved in increasing value of customer base. (12)
- OR**
- Q3.X) What are the benefits and problems involved in internal marketing? (12)
- Q4.A) Explain data warehouse and its importance (12)
- OR**
- Q4.X) Explain the push and pull strategies followed in CRM (12)
- Q5.A) Explain customer equity and its drivers. (12)
- OR**
- Q5.X) What are the different types of complainers? Explain. (12)
- Q6.A) Explain the customer life cycle in CRM. (12)
- OR**
- Q6.X) What is customer sales/ service profile? Explain the different profiles. (12)

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