

(2½ Hours) [Total Marks: 75]

- N.B. 1) All questions are compulsory.
2) Figures to the right indicate marks.
3) Illustrations, in-depth answers and diagrams will be appreciated.
4) Mixing of sub-questions is not allowed.

Q. 1 Attempt ANY FOUR from the following: (20M)

- (a) Define CRM and state its Significance in Industry.
- (b) Explain IDIC Model of CRM.
- (c) State and explain key performance indicators of Customer Acquisition Program.
- (d) What is TQM? Explain how it can be integrated with CRM .
- (e) How CRM is implemented in different Commercial Situations?
- (f) List some of the features of Analytical CRM .

Q. 2 Attempt ANY FOUR from the following: (20M)

- (a) Define Customer Portfolio Management and enlist its Key Components.
- (b) State and explain Key Components of Market Segmentation in CRM.
- (c) Explain with diagram Bivariate CPM Model.
- (d) Enlist and explain Key features of Sales Force Automation.
- (e) "Activity based Costing helps in identifying costs in various Customer Segments"
Justify the statement giving examples.
- (f) What is Service Automation? Explain how it is beneficial to Industry.

Q. 3 Attempt ANY FOUR from the following: (20M)

- (a) Explain with diagram the process of building Customer Related Database.
- (b) Write short note on Structured and Unstructured Data.
- (c) Explain the role of AI in Analytical CRM.
- (d) With neat labelled diagram explain the key phases of CRM project design.
- (e) State and explain how foundations of CRM can be build.
- (f) An Company named XYZ faced challenges in managing Customer Interactions and Sales across its global operations , it has experienced an increased drop out rate in past few years, explain how Sales Force Automation can help the Company in increasing its Sales globally ,retain customers and decrease drop out rate.

Q. 4 Attempt ANY FIVE from the following: (15M)

- (a) Write short note on Customer Experience(CX)
- (b) Mention the role of SEO in CRM.
- (c) Define Data Warehouse and explain its basic characteristics.
- (d) Explain PESTEL/PESTE Analysis.
- (e) Write short note on internet and Event Marketing.
- (f) Enlist steps of Data Mining Procedure.
