



## Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAc. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

### Master's Degree Examination – June 2021

#### IV Semester

**Class : II M.Com**  
**Major : Commerce**

**Time: 3 hours**  
**Max. Marks: 100**

#### 17MCOC24B – Marketing – Customer Relationship Management

##### Part A

10 x 1 = 10

##### Choose the correct answer

1. Customer Relationship Management is about (K1)
  - a. Acquiring the right customer
  - b. Instituting the best processes
  - c. Motivating employees
  - d. All of the above
2. CRM technology can help in (K1)
  - a. Designing direct marketing efforts
  - b. Developing new pricing models
  - c. Processing transactions faster
  - d. All of the above
3. A \_\_\_\_\_ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others. (K2)
  - a. Customer database
  - b. Customer mailing list
  - c. Business database
  - d. None of the above
4. \_\_\_\_\_ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis. (K2)
  - a. Data mining
  - b. Data survey
  - c. CRM
  - d. None of the above
5. The main drawback of CRM is (K3)
  - a. Implementing CRM before creating a customer strategy
  - b. Rolling out CRM before changing the organization to match
  - c. Stalking, not wooing, customers
  - d. All of the above
6. The marketing messages committed to customers wishes is a part of (K2)
  - a. Permission marketing
  - b. Activity marketing
  - c. Supplier marketing
  - d. None of the above
7. The method used to assess real cost of providing services to an individual customer is (K1)
  - a. Cost based accounting
  - b. Activity based accounting
  - c. Turnover based accounting
  - d. Price based accounting
8. \_\_\_\_\_ is any occasion on which the brand or product is used by end customers. (K2)
  - a. Customer touch point
  - b. Retailers touch point
  - c. Company touch point
  - d. None of the above
9. \_\_\_\_\_ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants. (K3)
  - a. Consumer behavior
  - b. Product cycle
  - c. Purchase behavior
  - d. None of the above
10. A consumer buying behavior is influenced by (K2)
  - a. Cultural and social factors
  - b. Personal factors
  - c. Both a and b
  - d. None of the above.

**Part B**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

**5 x 6 = 30**

11. a. Explain the concepts of customer loyalty in CRM. (K1)  
(or)
11. b. Explain in detail SLA. (K1)
12. a. Write the cross selling and up selling concepts of CRM in marketing. (K1)  
(or)
12. b. Explain event based marketing. (K2)
13. a. Explain ERP. (K2)  
(or)
13. b. Explain supplier relationship management in CRM. (K2)
14. a. Discuss the term data analysis. (K3)  
(or)
14. b. Write the ethics and legalities of data use in CRM. (K3)
15. a. Explain the different types CRM tools. (K4)  
(or)
15. b. How to manage customer relationship under conflicts , complacency ? (K4)

**Part C**  
**Answer ALL questions**  
**Each answer should not exceed 800 words or four pages**

**5 x 12 = 60**

16. a. Discuss the significance of CRM to its stakeholders in detail. (K3)  
(or)
16. b. What is context of relationship management ? Explain about the transactional vs relationship approach of CRM. (K2)
17. a. What is customer life time value ? How customer profit analysis help to understand customer? (K3)  
(or)
17. b. Explain the customer satisfaction measurement in detail. (K3)
18. a. Discuss with the examples of CRM roadmap for business application. (K2)  
(or)
18. b. Explain the sales force automation with example. (K4)
19. a. Explain the data warehousing and data mining concepts. (K3)  
(or)
19. b. Define call center management and explain the advantages and disadvantages. (K2)
20. a. Explain the CRM strategic planning process. (K3)  
(or)
20. b. What are the functional and technical requirement for CRM solutions ? (K3)

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