

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641043.**

**Master's Degree Examination – November 2018
III Semester**

**Class : II PG
Major : MBA/MBA IT**

**Time: 3 hours
Max. Marks: 60**

**Functional Specialisation I Paper-I/II
17MBMC20M /21M – e-Customer Relationship management**

Part A

10 x 1/2 = 5

Choose the correct answer

1. CRM is about
 - a. Acquiring the right customer
 - b. Instituting the best processes
 - c. Motivating employees
 - d. All of the above
2. Process of manage information about customers to maximise loyalty is said to be
 - a. Company relationship management
 - b. Supplier management
 - c. Retailers management
 - d. Customer relationship management.
3. As per the customer profitability analysis, the customers can be categorised as:
 - a. Platinum customers, gold customers. Iron customers and lead customers
 - b. Platinum customers and gold customers
 - c. Platinum customers and lead customers
 - d. None of the above
4. _____describes the NPV of the stream of future profits anticipated over the customer's lifetime purchases.
 - a. Customer lifetime value
 - b. Customer profitability analysis
 - c. Both a & b
 - d. All of above are false
5. B2C stands for
 - a. Business to Government
 - b. Business to Consumer
 - c. Business to Business
 - d. All the above
6. The advantages of e-CRM
 - a. Provide better customer service
 - b. Increase customer revenues
 - c. Discover new customers .
 - d. All the above
7. Which of the following is a graphic display on a web page used for advertising?
 - a. Portal
 - b. Icon
 - c. Banner ad
 - d. Shopping cart
8. Digital Signature is
 - a. Scanned Signature on Computer
 - b. Code number of the sender.
 - c. Public Key Encryption.
 - d. Software to recognize signature.
9. The most prevalent online payment method is _____
 - a. PayPal
 - b. Checks
 - c. Credit Card
 - d. Debit card
10. CRM technology can help in
 - a. Designing direct marketing efforts
 - b. Developing new pricing models
 - c. Processing transaction faster
 - d. All the above

Part B

5 x 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

11. a. What do you understand by Customer Life Cycle?
(Or)
- 11.b. Explain the concepts of relationship marketing.
- 12.a. What is Customer Lifetime Value? Explain its significance.
(Or)
- 12.b. Write about various activity cost drivers in customer profitability analysis.
- 13.a. What do you understand by Demand Chain Management?
(Or)
- 13.b. Mention the various steps involved in e-CRM Business process.
- 14.a. Write about various securities on the net.
(Or)
- 14.b. State the properties of e-cash.
- 15.a. Mention the various issues of e-CRM software.
(Or)
- 15.b. Explain the important barriers to CRM actualization.

Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

- 16.a. Briefly explain about various CRM perspectives.
(Or)
- 16.b. Discuss about various relationship marketing strategies.
- 17.a. State the measures to be taken to improve customer profitability.
(Or)
- 17.b. Describe the various applications of Information Technology.
- 18.a. Write a detailed note on 'Business models for e-CRM'
(Or)
- 18.b. Explain about post order customer support services
- 19.a. Discuss about internet client/ server applications.
(Or)
- 19.b. Briefly explain the various digital e-payment system.
- 20.a. Describe about various modules of e-CRM software.
(Or)
- 20.b. Enumerate the steps involved in implementation of e-CRM software.