

SEAT No. _____

[1/A-3]

SARDAR PATEL UNIVERSITY
SYBBA (GEN) SEMESTER-IV

Monday, 23rd April, 2018

10.00 AM TO 12.00 PM

SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT

CODE: UM04CBBA07

Note: 1. Figure to the right indicates full marks.

2. All questions carry equal marks.

TOTAL MARKS: 60

Q.1 What is customer relationship management? Explain objectives of CRM. (15)

OR

Q.1 (a) Explain customer life cycle value. (09)

(b) Write relationship between CRM and technology. (06)

Q.2 Discuss strategic perspective on CRM (15)

OR

Q.2 Write Short Note on: (15)

(a) Building blocks of CRM

(b) Creating CRM Culture

Q.3 Discuss Importance of CRM in Marketing management. (15)

OR

Q.3 Elaborate marketing initiatives of customer relationship management. (15)

Q.4 (a) Differentiate between CRM and ECRM. (08)

(b) Write a note on levels of E CRM. (07)

OR

Q.4 Explain different tools of E CRM with suitable examples. (15)

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