

SARDAR PATEL UNIVERSITY
S. Y. B. B. A. (General) (IV Semester) (CBCS) (NC – 2010 Batch) Examination
12th May 2016 (Thursday)
10.30 am – 12.30 pm
UM04EBBA03/06 : CUSTOMER RELATIONSHIP MANAGEMENT

Total Marks : 60

Note: 1. All questions have internal options.
 2. Figures to the right indicate full marks.

- Q.1**
- | | | |
|-----|-------------------------------------------------------|----|
| (a) | What is CRM? Elaborate the Benefits of CRM in detail. | 06 |
| (b) | Discuss the effects of Globalisation on CRM. | 09 |

OR

- | | | |
|------------|------------------------------------------------------------------------|----|
| Q.1 | What is CRM? Discuss Customer Life Cycle Value with relevant examples. | 15 |
| Q.2 | Explain the various Approaches to successful CRM in detail. | 15 |

OR

- | | | |
|----------------|---------------------------------------------------------------------|----|
| Q.2 | Discuss the various Ways to manage Customer Relationship in detail. | 15 |
|
Q.3 | | |
| (a) | Define e-CRM. Explain the Evolution of e-CRM in detail. | 08 |
| (b) | Analyze changing patterns of e-CRM solutions. | 07 |

OR

- | | | |
|------------|-------------------------------------------------------------------------------|----|
| Q.3 | Describe the Business Intelligence system in detail. | 15 |
| Q.4 | Explain the Customer Relationship Management in Financial Services in detail. | 15 |

OR

- | | | |
|------------|------------------------------------------------------------------------------|----|
| Q.4 | Discuss the Measuring Payback on Customer Relationship Management in detail. | 15 |
|------------|------------------------------------------------------------------------------|----|

— X —