BFW- 019

00643

B.Sc. FASHION MERCHANDISING AND RETAIL MANAGEMENT (BSCFMRM)

Term - End Examination
December, 2012

BFW-019 : CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 hours   *Maximum Marks : 70*

Note :   There are 2 sections in this question paper. Specific instructions as regards to number of questions are given. Students are required to follow the same.

SECTION-A

1.   Explain   **3x5=15**

   (a)   E-CRM

   (b)   SRM

   (c)   PRM

2.   (a)   Define types of CRM with examples .   **10**

   (b)   Define truths if relationship marketing.   **5**

SECTION-B

Attempt **any four** Questions (Not more than **250** words)

3. Explain 360° viewing Analytical CRM with **10** diagram.

4. Write short notes on **any 2 (two)** of the following : **2x5=10**

   (a) OLAP

   (b) COLLABORATIVE FILTERING

   (c) DATA MINING

   (d) KNOWLEDGE ECONOMY AGE

5. Explain types of customer based on satisfaction **10** level and loyality.

6. What considerations must be kept in mind by a **10** company with global CRM requirements ?

   OR

   What checklist should a company keep in mind **10** before implementing CRM ?

7. Name and explain any five reasons for CRM **10** implementation failure.

8. How is CRM in B2B different from B2C? Explain. **10**