

00251

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

Term - End Examination

December, 2013

**BFW-019 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. " Whatever does not get measured does not get monitored as well ". How true is this statement with respect to CRM ? Explain. 10

2. Explain all types of C.R.M. 10

3. (a) Define CRM Metrics. 5+5=10
(b) Differentiate between CRM and Relationship marketing.

4. Explain risks involved in implementing C.R.M. in business. 10

5. Write short notes on **any two** of the following. **5+5=10**
- (a) Customer value
 - (b) Characteristics of value
 - (c) D₄ Analysis

OR

Explain key principles of relationship marketing.

6. What were the factors held responsible for application of e - CRM ? **10**
7. What should be the essential of an effective customer care function ? **10**
8. How is customer satisfaction measured? How important is it ? **10**
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