

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

Term-End Examination

December, 2014

00199

**BFW-019 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

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

1. Why do companies carry out CRM ? What is its orientation in developing economies and developed economies ? 10
2. Explain the types of customers linking profitability and loyalty. 10
3. Describe in brief the various types of customer oriented values. 10
4. Explain ERP and Collaborative CRM with the help of suitable examples. 10
5. Examine 360° view of analytical CRM w.r.t. Hotel Industry. 10
6. Discuss in brief all the building blocks of a general CRM Plan. 10

7. Describe the implementation process of CRM plan. *10*
 8. Explain the types of Data Analysing (mining) in CRM processes. *10*
 9. Explain key principles of relationship management. *10*
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