

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

**Term-End Examination**

**December, 2015**

**BFW-019 : CUSTOMER RELATIONSHIP  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the key principles of relationship management in detail, with suitable examples. 10
2. Discuss the fundamental factors of CRM which motivate the company to adopt CRM strategies. 10
3. Explain the risks involved in implementing CRM in an organization. 10
4. Explain briefly the essential features of an effective customer care function. 10
5. Describe the different types of customers based on satisfaction level and loyalty. 10
6. Is CRM in B2B different from B2C ? Justify your answer. 10

7. Discuss the relative advantages and disadvantages of knowledge economy age and experience economy age. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Collaborative Filtering
  - (b) SRM
  - (c) Data Mining
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