

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

Term-End Examination

December, 2016

00253

**BFW-019 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

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

1. What considerations must be kept in mind by a company with global CRM requirements ? 10
2. Name and explain any five reasons for the failure of CRM implementation. 10
3. Define CRM metrics. Also differentiate between CRM and Relationship marketing. 10
4. Explain 360° viewing analytical CRM with proper diagram. 10
5. Describe the key principles of relationship marketing. 10

6. What were the factors held responsible for the application of e-CRM ? 10
7. How is customer satisfaction measured ? How important is it ? 10
8. Define "Types of customers" and "Types of relationships" with the help of suitable examples. 10
9. Describe all building blocks of CRM plan with suitable examples. 10
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) OLAP
 - (b) Collaborative Filtering
 - (c) Data Mining
 - (d) Knowledge Economy Age
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