

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

**00281 Term-End Examination
June, 2014**

**BFW-019 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

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

1. Define "Types of customers" and "Types of relationships" with the help of suitable examples. 10
2. Explain key principles of relationship management. 10
3. Describe all building blocks of CRM plan with suitable examples. 10
4. Explain 360° view of analytical CRM with diagram (standard). 10
5. Draw a list of parameters involved in defining technical requirements. 10
6. "Relationship needs arise out of few goals." Discuss the above statement. 10

7. Explain in brief the types of CRM. *10*
8. What are the major road blocks for CRM plan implementation? *10*
9. How do CRM and ERP go hand in hand? Explain in detail with the help of suitable examples. *10*
