

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

**Term-End Examination**

**June, 2017**

**00314**

**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. "Relationship has since long been the key of success of marketing of Indian businesses. It has only now been recognised and glamourised." Critically analyse the statement. 10
  
2. What is the concept of CRM ? "CRM brings in lots of advantages to the organisation." What are those advantages and what could be their future ? 10
  
3. Explain various CRM measures undertaken by the Indian banking industry, with the help of suitable examples. 10

4. What is the difference between CRM and E-CRM ? How is E-CRM beneficial ? 10
  
  5. What is the concept of customer loyalty ? Describe the categories of customer loyalty. 10
  
  6. Describe the role of CRM in the Indian retail industry with a suitable example. 10
  
  7. “To achieve greater customer satisfaction, building up of higher customer expectations should be avoided.” Analyse the statement in the light of customer expectation, customer perception and customer satisfaction. 10
  
  8. “CRM is a number of strategies and technologies that are used to build a stronger relationship between companies and their customers.” Explain. 10
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