

**B.Sc. RETAIL AND FASHION MERCHANDISE
(BSCRFM)**

Term-End Examination

June, 2017

00767

**BFR-015 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **seven** questions in all. Question no. **1** is compulsory. All questions carry equal marks.*

1. Write short notes on any **four** of the following : $4 \times 2 \frac{1}{2} = 10$
 - (a) Social Penetration Theory
 - (b) Equity Theory
 - (c) Transactional Marketing
 - (d) Knowledge Gap
 - (e) Web Phones

2. What do you mean by E-CRM ? Is it just an addition of Information Technology features to regular CRM ? Explain. 10

3. Critically examine the growth of service business in the Indian economy. 10
4. What do you mean by customer satisfaction ? Describe different modes of customer satisfaction with suitable examples. 10
5. What is CRM comprehension ? How will you design a CRM implementation model in the footwear industry ? 10
6. Explain various CRM measures undertaken in the Indian hospitality industry. 10
7. "Relationship has since long been the key to success in marketing of Indian businesses. It has only now been recognised and glamourised." Critically analyse the above statement. 10
8. What do you understand by Service Quality as a concept ? Explain different service quality gaps with examples. 10
9. "Higher customer expectation leads to greater chances of customer dissatisfaction." Comment. 10
10. Discuss the tools and techniques of Data mining. 10