BFR-015

B.Sc. RETAIL AND FASHION MERCHANDISE (BSCRFM)

Term-End Examination

00340   December, 2017

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 the following : $4 \times 2\frac{1}{2} = 10$

   (a) Relationship Marketing

   (b) Zone of Tolerance Theory

   (c) Stakeholders in CRM

   (d) Kano Model

2. Explain the concept of CRM. "CRM brings in lots of advantages to the organisation." What are these advantages ?   *10*

3. Explain various CRM measures undertaken by the Indian banking industry, with suitable examples.   *10*

4. What is the difference between CRM and E-CRM ? How is E-CRM beneficial to any business firm ? *10*

5. Describe the role of CRM in the Indian retail industry with a suitable example. *10*

6. "To achieve greater chances of customer satisfaction, building up of higher customer expectation should be avoided." Analyse the statement in the light of customer expectation, customer perception and customer satisfaction. *10*

7. What is the concept of customer loyalty ? Describe different categories of customer loyalty. *10*

8. Enlist few CRM practices adopted by leading corporates in the Indian rural market. *10*

9. What do you understand by Data Warehousing ? How is data warehousing done ? Explain. *10*

10. Discuss the paradigm shift in marketing as a discipline over the years. *10*