

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

**Term - End Examination**

**June, 2012**

**BFW-019 : CUSTOMER RELATIONSHIP  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : There are 2 sections in this question paper. Specific instructions as regards to number of questions are given. Students are required to follow the same.*

**SECTION-A**

Attempt *any two* questions (Not less than 300 words )

1. Define different types of customers, their relationship styles and types of relationship. 15
2. Explain key principles of relationship management. 15
3. Explain all building blocks of CRM plan with proper examples. 15

## SECTION-B

(Attempt *all* not less than 200 words )

4. Explain in detail the different types of CRM. 10
  5. Explain 360° view of analytical CRM with diagram. 10
  6. "Relationship needs arise out of few goals". Discuss. 10
  7. Draw a list of Parameters involved in defining technical requirements. 10
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