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

Term - End Examination

June, 2013

**BFW-019 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

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

1. What are the fundamental factors, which motivate companies to adopt CRM strategies ? 10
2. Explain types of customers and their relationship styles. 10
3. (a) Define Experience Economy age. 5+5=10
(b) Define truths of relationship marketing.
4. Explain types of customer value and also give details of characteristic of the same. 10
5. Explain all major building blocks of CRM. 10

6. Explain key Principles of Relationship Management. 10
 7. Explain 360° view of analytical CRM with a Diagram. 10
 8. Draw a list of parameters involved in technical requirement while implementing CRM. 10
 9. Write short notes on **any two** of the following : 2x5=10
 - (a) D4 Analysis
 - (b) Collaborative CRM
 - (c) Loyalty
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