

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

Term-End Examination

00126 June, 2016

**BFW-019 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

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

1. Explain the different types of CRM with the help of suitable examples. 10
2. Discuss the types of customers based on satisfaction level and loyalty. 10
3. What checklist should a company keep in mind before implementing CRM ? 10
4. How is CRM in B2B different from B2C ? Explain with the help of suitable examples. 10
5. Explain the risks involved in implementing CRM in business. 10
6. What should be the essentials of an effective customer care function ? 10

7. What are the fundamental factors which motivate companies to adopt CRM strategies ? 10
 8. Explain the types of customers and their relationship styles. 10
 9. Discuss the types of customers' value and also give details of characteristics of the same. 10
 10. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) D4 Analysis
 - (b) Collaborative CRM
 - (c) e-CRM
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