

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

**Term-End Examination**

**June, 2015**

00130

**BFW-019 : CUSTOMER RELATIONSHIP  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Explain briefly the different types of customers and their relationship styles. 10
2. Explain 360° view of analytical CRM with the help of a diagram. 10
3. Discuss the parameters involved in defining technical requirements. 10
4. Explain in detail the characteristics of various types of customer value. 10
5. How is customer satisfaction measured ? What is its importance ? 10
6. Explain D<sub>4</sub> analysis in detail. 10
7. Explain all major building blocks of CRM. 10

8. Write short notes on any *two* of the following : 5+5=10

- (a) Experience Economy Age
  - (b) Relationship Marketing
  - (c) PRM
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