

**FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2020 ONLY)**

**(NO.OF PAGES:2)**

**20UBI518**

**REG.NO**

**NGM COLLEGE (AUTONOMOUS) POLLACHI  
END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022**

**B.Com-Banking & Insurance  
V SEMESTER**

**MAXIMUM MARKS: 70  
TIME: 3 HOURS**

**PART III**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**SECTION – A**

**(10 X1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS  
MULTIPLE CHOICE QUESTIONS**

**(K1)**

- 1) According to \_\_\_\_\_, CRM is an iterative process that turns customer information into positive customer relations.  
a) Ronald S. Swift  
b) Stanley A. Brown  
c) Chris Todman  
d) Gartner Group
- 2) CRM is a business philosophy that aims at maximizing \_\_\_\_\_ in the long run  
a) Organization value  
b) Customer value  
c) Business value  
d) Software value
- 3) \_\_\_\_\_ combines the information of the customer that flows through different departments and customer channels  
a) CRM Architecture  
b) CRM life cycle  
c) CRM programs  
d) CRM coding
- 4) The objective of data mining is to detect \_\_\_\_\_ relationships among data  
a) Vendor  
b) Customer  
c) Application  
d) Hidden
- 5) One of the basic features of CTI is \_\_\_\_\_  
a) Protocol identification  
b) Caller identification  
c) Customer identification  
d) Communication

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**

**(K2)**

6. Define the term CRM.
7. State the reason to adopt CRM.
8. CRM in airlines – write short note.
9. Explain call centre.
10. Define the term e-CRM.

**(CONTD .... 2)**

**SECTION – B****(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) How to achieve CRM goal ?  
(OR)  
b) Examine the evolution of CRM.
12. a) Short notes a) CRM business cycle  
(OR)  
b) Discuss the essentials of CRM strategy.
13. a) Examine the characteristics of business market.  
(OR)  
b) Short note on the CRM in b2c markets.
14. a) List the components of call centre.  
(OR)  
b) Explain in detail the data warehouse architecture.
15. a) Describe the features of e-CRM.  
(OR)  
b). Discuss the various problems in e-CRM.

**SECTION – C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21 )****(K4) OR (K5)**

- 16) Describe the different types of CRM.
- 17) Discuss the components of CRM.
- 18) Discover the CRM business transformation.
- 19) Explain in detail – CRM in b2b markets.
- 20) Interpret the CRM in life insurance.
- 21) Discuss the dimension of e-CRM.

**A-11**

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