

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B.VOC. DEGREE EXAMINATION, NOVEMBER 2024
BANKING, FINANCIAL SERVICES AND INSURANCE
THIRD SEMESTER

COURSE : ELECTIVE
PAPER : CUSTOMER RELATIONSHIP MANAGEMENT
SUBJECT CODE : 23VB/VE/CR35
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A			
Q.No.	Answer all questions not exceeding 50 words: (5 x 2 = 10)	CO	KL
1.	Define CRM.	1	1
2.	Recall the term Winback.	1	1
3.	What is Data Mining in CRM?	1	1
4.	List any two roles of social media in CRM.	1	1
5.	Write a note on Customer Relationship Policy.	1	1
SECTION B			
Q.No.	Answer any four questions not exceeding 150 words:(4 x 5 = 20)	CO	KL
6.	Discuss the term Upskilling.	2	2
7.	Summarize any two roles of technology in CRM.	2	2
8.	What is a Call Center?	2	2
9.	Describe any two benefits of Customer Data Privacy.	2	2
10.	Identify the benefits of implementing a CRM system for a business.	2	2
11.	Explain the concept of Market Intelligence.	2	2
SECTION C			
Q.No.	Answer the following questions not exceeding 500 words: (4x 10 = 40)	CO	KL
12.	a. Explain the elements of CRM. (or) b. Demonstrate the phases of CRM cycle.	3	3
13.	a. Differentiate between Brand Equity and Brand Loyalty. (or) b. Appraise the role of Data Mining in CRM.	3	3
14.	a. Examine the technological changes that have an impact on CRM. (or) b. Categorize the types of Customer Retention, Management initiatives of Organizations.	4	4
15.	a. Analyse the customer lifecycle with suitable diagram. (or) b. Discuss the role of Information Systems for effective CRM.	4	4
SECTION D			
Q.No.	Answer any two questions not exceeding 1000 words: (2 x 15= 30)	CO	KL
16.	Assess the process involved in customer buying decisions.	5	5
17.	Evaluate the choice of technology in CRM implementation.	5	5
18.	Interpret the recent trends in CRM with suitable example.	5	5
