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(Printed Pages 3)

(21223)

Roll No.

B.B.A. - III Sem.

18089

B.B.A. Examination, Dec.-2023

Customer Relationship Management

(B.B.A.-304)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words.

$5 \times 3 = 15$

P.T.O.

1. CRM software features.
2. CRM Products.
3. Explain the CRM goals.
4. Benefits of using a CRM System.
5. Define the two objective of CRM?

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries **7½** marks. Short answer is required not exceed **200** words. $7\frac{1}{2} \times 2 = 15$

6. Deference between CRM and e CRM.
7. Define opportunities of CRM.
8. Define components of CRM through diagram.

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Section-C

(Long Answer Type Questions)

Note : Attempt any **three** question out of the following five questions. Each question carries **15** marks. Answer is required in detail. $3 \times 15 = 45$

9. What are steps in Customer retention process? Explain the benefits of Customer retention.
10. What do you mean by 'Service Quality' as a concept?
11. Discuss the various modes of E-CRM.
12. What is the advantage of having an Integrated CRM platform?
13. Write any three competitive advantages of using CRM in Business.

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