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(Printed Pages 3)

(21224)

Roll No.

BBA-III Sem.

18089

B.B.A. Examination, Dec.-2024

Customer Relationship Management

(BBA-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. $5 \times 3 = 15$

1. What is CRM Software?

P.T.O.

2. Marketing CRM software.
3. Why Beta test is important?
4. CRM products.
5. Explain the CRM goals.

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.

$$2 \times 7\frac{1}{2} = 15$$

6. What is CRM? State and explain various types of eCRM?
7. How CRM is beneficial in retail sector?
8. What are its components of CRM?

Section-C

(Long Answer Type Questions)

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

9. Discuss the 4'cs of the CRM process.
What are the key requirements for CRM?
10. What do you mean by 'Service Quality' as a concept?
11. What are the steps in customer retention process? Explain the benefits of customer retention.
12. What are the major components of customer satisfaction? Explain.
13. Discuss the various modes of E-CRM.