

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**PGDM / MMS (MARKETING) – VI 2016-18 BATCH**

**Customer Relationship Management**

**Maximum Marks: 25**

**Time : 2 Hours**

**Date: 07/04/2018**

**Instructions**

**Question No1 (7 Marks) is compulsory.**

**Attempt any three questions from the remaining. (6 Marks each)**

Q1. Explain the CRM Model/Architecture of the Banking or Telecom sector?

Q2 What does variables, casualty, control and experiments mean for Dynamic Customer Strategy?

Q3. Discuss the benefits of Social CRM (e-CRM) with help of examples. Cite the difference between CRM and Social CRM?

Q4. Describe the various modules of the Sales Force Automation Software System and their benefits.

Q5. Write short notes on (any 2).

- a. Customer Lifetime Value
- b. Customer Experience Management System
- c. Application of CRM Analytics

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