

(6 pages)

Reg. No. : .....

Code No. : 5533

Sub. Code : ZKCE23

M.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Second Semester

Commerce

Elective – CUSTOMER RELATIONSHIP  
MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ information is the main detail to be included in a customer database.  
(a) wrong  
(b) contact  
(c) threatening  
(d) none of the above

2. \_\_\_\_\_ CRM includes all information about the markets  
(a) Threatening (b) Binding  
(c) Strategic (d) None of the above
3. Building customer \_\_\_\_\_ is a technique for customer retention of CRM process.  
(a) enmity (b) foes  
(c) trust (d) none of the above
4. Customer retention helps to boost the company's  
(a) ROT (b) ROU  
(c) ROI (d) None of the above
5. Another name of pipeline strategy of CRM is  
(a) tunnel (b) colonel  
(c) funnel (d) none of the above
6. Data \_\_\_\_\_ is an analytical CRM process.  
(a) mining  
(b) minding  
(c) grinding  
(d) none of the above

7. Service quality management means managing the quality of services delivered to a customer according to his
- (a) corruption (b) expectation  
(c) strategy (d) none of the above
8. SERVQUAL is a service quality measuring
- (a) scope  
(b) scene  
(c) scale  
(d) none of the above
9. \_\_\_\_\_ is a CRM software.
- (a) send in green  
(b) send in black  
(c) send in blue  
(d) none of the above
10. \_\_\_\_\_ is a free CRM tool with a key difference.
- (a) freshwater  
(b) freshwicket  
(c) freshworks  
(d) none of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Give a short account of any five functions of customer database.  
Or  
(b) What are the five main steps in developing a customer database?
12. (a) What are the key elements of CRM? (any five)  
Or  
(b) Mention and explain the four C's for a CRM process.
13. (a) Give any five points for the importance of customer retention in CRM.  
Or  
(b) What are the benefits of a good CRM strategy? (any five)
14. (a) Explain the five service quality dimension.  
Or  
(b) Give any five reasons to substantiate why high service quality important?

15. (a) What are the benefits of using data warehousing?

Or

- (b) Give any five classifications of data mining systems.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Mention any eight information that can be included in customer database in detail.

Or

- (b) What are the requirements to be included in customer profile analysis? (any eight)

17. (a) Explain eight benefits for retention of customers in CRM process.

Or

- (b) Give an elaborate account of how you can retain the existing customers.

18. (a) Explain any eight popular CRM software tools.

Or

- (b) List out any eight CRM features and give a detailed account of each.

Page 5

Code No. : 5533

19. (a) Enumerate any eight methods of measuring service quality and explain them.

Or

- (b) Explain any eight examples of customer's perceptions.

20. (a) Why is data mining important? Explain in detail.

Or

- (b) Explain any eight ways in which technology benefits CRM.

Page 6

Code No. : 5533