

DKM COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
QUESTION BANK
SUB : CUSTOMER RELATIONSHIP MANAGEMENT
CLASS : II B.sc.ISM

2 Mark questions:-

1. Define CRM?
2. State the six market model?
3. State any 4 advantages of CRM?
4. Mention the types of CRM?
5. What is mean by loyalty?
6. What is mean by database marketing?
7. What is customer acquisition?
8. What is customer retention?
9. What is the concept Zero defections?
10. Discuss the types of relationship?
11. What is e-CRM?
12. State the differ Level of e-CRM?
13. What is customer segmentation?
14. State the object of market segmentation?
15. What is perspective taking?
16. What is extrinsic image?
17. What is self image?
18. What is triadic image?
19. Define product marketing?
20. Define marketing plan?
21. Define marketing planning?
22. What is promotion?
23. What is idea-generation?
24. What is concept testing?
25. What is product development?
26. What is test marketing?
27. What is commercialization?
28. Define direct marketing?
29. What is data-base marketing?
30. What is online marketing?
31. What is telemarketing?
32. What is teleshopping?

33. Define Loyalty
34. What is customer loyalty?
35. What are the advantages of Loyalty?
36. What is comfort loyalty?
37. What is risk?
38. What is emotion?
39. Define customer satisfaction?
40. Draw MC Kinsey's framework?
41. Discuss in detail McKinsey's framework?
42. What is strategy?
43. Define Structure?
44. What is hard monitoring and soft monitoring give suitable example
45. What is GAPS model of service quality?
46. What is customer Focus?
47. Define strategic CRM
48. Who is a customer?
49. What are the objectives of CRM?
50. Write the importance of CRM? Or benefit
51. Explain the need of CRM.
52. Explain the application of CRM.
53. Explain how CRM is useful for business
54. Operation.
55. Write the goals of CRM.
56. What is quality?
57. Explain the short note on business operation.
58. Explain internet era?
59. Explain managing internal markets
60. State the guidelines to implement CRM.
61. What are the key areas that influence service quality?
62. State the factors responsible for evolution of the concept CRM.
63. What are the effects of IT on customer relationship?
64. Draw the flow chart for relationship strategy framework.
65. What are the contemporary perspectives of managing CRM.

Section – B

10 Marks questions:-

1. Discuss the growth of relational marketing.
2. What are dimensions of relationship marketing?

3. What is the difference between transactional marketing and relationship
4. Marketing.
5. Discuss the six market model?
6. What are the advantages of CRM?
7. Explain the process model of relationship marketing.
8. What are the types of CRM?
9. Discuss the types of relationship?
10. What is the concept of Zero defections?
11. Explain the different retention strategies.
12. What are the different levels of e-CRM?
13. Explain the CRM Business Transformation process.
14. Discuss the impact of internet on CRM.
15. Explain in detail customer segmentation in relationship marketing.
16. What are the types of customer retention?
17. What are the different types of customers?
18. State the object of market segmentation.
19. Explain the various phases available for new product development process.
20. Define direct marketing. State its advantages.
21. Distinguish between conventional marketing and traditional marketing.
22. What are the various methods available for direct marketing?
23. List out the growth of CRM markets in India.
24. Define loyalty. State its advantages.
25. Discuss the framework for customer loyalty.
26. Explain the different types of customer loyalty.
27. Discuss in relationship between purchase, risk and salience.
28. How does trust and commitment affect relationship?
29. Explain the importance of customer satisfaction.
30. What are the benefits of customer satisfaction?
31. Discuss in detail McKinney's 7's' framework.
32. What is the significance of strategy in CRM?
33. Explain the strategies to maintain relationship.
34. What are the functions of organizational structure?
35. Explain the approaches to monitoring and control.
36. What are the measures of relationship success?
37. Explain GAP model for managing service quality.
