

**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1****SEMESTER EXAMINATIONS****NOVEMBER - 2018****15CBA3C****CUSTOMER RELATIONSHIP MANAGEMENT****Time : 3 Hours****Max. Marks : 75****SECTION – A (10 x 2 = 20)****Answer ALL the questions.**

1. Define customer relationship management.
2. What is customer acquisition?
3. State e - CRM.
4. Define customer segmentation.
5. What do you meant by marketing plan?
6. Illustrate direct marketing.
7. State customer satisfaction.
8. What is Salience?
9. State service quality.
10. Illustrate the need of controlling relationship of a customer.

**SECTION – B ( 5 x 5 = 25 )****Answer any FIVE of the following questions.**

11. State the difference between traditional marketing and relationship marketing.
12. Elaborate the strategies for customer acquisitions.
13. Explain the various e - CRM tools.
14. Elaborate the stages of customer loyalty.
15. Evaluate the transformation process of CRM.
16. Explain the relationship between marketing and other functional areas.
17. Describe the measures of relationship success.
18. Elaborate the recent trends of direct marketing in India.

**SECTION – C ( 3 x 10 = 30 )****Answer ALL the questions.**

19. (a) Discuss the strategies for customer acquisition, retention and prevention of defection.  
(Or)  
(b) Explain in detail of the components of e - CRM.
20. (a) Discuss the various development process of new product.  
(Or)  
(b) Explain the growth of CRM markets in India.
21. (a) Illustrate the Mckinsey 7s frame work.  
(Or)  
(b) Evaluate the GAPS model for managing service quality.