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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
NOVEMBER - 2017 **15SIS3A**
SKILL BASED SUBJECT-I: CUSTOMER RELATIONSHIP
MANAGEMENT

Time : 2 Hrs

Max.Marks : 50

SECTION-A (10 x 2 =20)

Answer ALL the questions.

1. What is CRM?
2. What is Relationship marketing?
3. What is e – CRM?
4. What is segmentation?
5. Define marketing plan.
6. What is customer loyalty?
7. What is customer satisfaction?
8. What are the Mckinsey 7s frame work?
9. Define monitoring.
10. Define control.

SECTION-B (3 x 10 =30)

Answer any THREE of the following questions.

11. Discuss about three cornerstones of CRM.
12. Explain the CRM Business Transformation process.
13. List out the growth of CRM markets in India.
14. Explain the strategies to maintain relationship.
15. What are the measures of relationship success?

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