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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
NOVEMBER - 2018 **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. Define e – CRM.
2. Define CRM.
3. What is marketing plan?
4. Define customer loyalty.
5. What is salience?
6. Define emotion.
7. What is direct marketing?
8. What is customer satisfaction?
9. What is monitoring?
10. What is controlling?

SECTION-B (3 x 10 =30)

Answer any THREE of the following questions.

11. Distinction between traditional marketing and relationship marketing.
12. Explain the CRM business transformation process.
13. Discuss the various phases of new product development process.
14. Explain the Mckinsey 7s framework concept.
15. Discuss the different approaches to monitor and control.

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