



DSEBC – 606

VI Semester B.Com. Examination, July/August 2024
(NEP Scheme) (Freshers)
COMMERCE
Customer Relationship Management

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written **completely** either in **Kannada** or in **English**.

SECTION – A

- I. 1) Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
- a) Mention any 2 process of CRM.
 - b) What is SLA ?
 - c) Give the meaning of CRM strategy.
 - d) Mention any 2 factors affecting on customer satisfaction.
 - e) What is Customer lifetime value ?
 - f) What do you mean by campaign management ?
 - g) What do you mean by subscription based CRM ?

SECTION – B

- II. Answer **any three** questions. **Each** question carries **four** marks. **(3×4=12)**
- 2) Write an explanatory note on CRM and customer service.
 - 3) Describe any 5 aspects of CRM strategy.
 - 4) Bring out the benefits of customer profitability analysis.
 - 5) Explain any 5 importance of customer satisfaction.
 - 6) List the benefits of operational CRM.

P.T.O.



SECTION - C

III. Answer **any three** questions. **Each** question carries **ten** marks. **(3×10=30)**

- 7) Define CRM and explain the scope of CRM.
- 8) Explain the aspects of customer expectation.
- 9) Define CRM planning. Explain the steps involved in CRM planning.
- 10) Explain the strategies for customer retention.
- 11) Enumerate the benefits of Omnichannel customer engagement.

SECTION - D

V. Answer the following question. This carries **eight** marks. **(1×8=8)**

- 12) a) Explain how a Banker maintains customer Relationship Management.

OR

- b) What are the common strategies practised by organisation for building customer relationships ?

ಕನ್ನಡ ಆವೃತ್ತಿ

ವಿಭಾಗ - ಎ

I. 1) ಯಾವುದಾದರೂ ಐದು ಉಪ-ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಉಪ-ಪ್ರಶ್ನೆಗೆ ಎರಡು ಅಂಕಗಳು. **(5×2=10)**

- a) ಸಿ.ಆರ್.ಎಂ. ನ ಯಾವುದಾದರೂ 2 ಪ್ರಕ್ರಿಯೆಯನ್ನು ಉಲ್ಲೇಖಿಸಿ.
- b) ಎಸ್.ಎಲ್. ಎ. ಎಂದರೇನು ?
- c) ಸಿ.ಆರ್.ಎಂ. ತಂತ್ರದ ಅರ್ಥವನ್ನು ತಿಳಿಸಿ.
- d) ಗ್ರಾಹಕರ ತೃಪ್ತಿಯ ಮೇಲೆ ಪರಿಣಾಮ ಬೀರುವ ಯಾವುದಾದರೂ ಎರಡು ಅಂಶಗಳನ್ನು ತಿಳಿಸಿ.
- e) ಗ್ರಾಹಕ ಜೀವಿತಾವಧಿ ಮೌಲ್ಯ ಎಂದರೇನು ?
- f) ಪ್ರಚಾರ ನಿರ್ವಹಣೆ ಎಂದರೇನು ?
- g) ಚಂದಾದಾರಿಕೆ ಆಧಾರಿತ ಸಿ.ಆರ್.ಎಂ. ಎಂದರೇನು ?