



### End Term Exam (December 2019)

**School:** SOM

**Program:** BBA Logistics and Supply Chain Management

**Course:** Customer Relationship Management

**Course Code:** MGT-215

**Semester:** III

**Max Marks:** 50

**Duration:** 150 min

Note: Figures to the right indicates full marks.

1. Write short note on any 5 of the following:

(2x5=10)

- a) Cyber Agent
- b) Workforce management
- c) Database marketing
- d) Value modelling
- e) Call Routing
- f) E-CRM
- g) Market segmentation

2. Answer any 4 of the following

(10x4=40)

- a) Define CRM and explain its components in detail?
- b) An organization can perform brand building using relationship marketing "comment.
- c) Explain in brief about CRM marketing initiatives?
- d) State and explain the role of information management for building relationship in CRM.
- e) How social networking will help to maintain better relationship with customers in an organization?
- f) Explain the role of CRM in call centers with any live examples?
- g) Explain about the ethical issues in CRM?

\*\*\*\*ALL THE BEST\*\*\*\*