



### End Term Exam (December 2019)

**School:** SOM

**Program:** BBA Aviation 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\*\*\*\*