



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management

Program: BBA FS

Course: Customer Relationship Management

Course Code: MGT303

Semester: V

Max Marks: 40

Duration (mins) :90 minutes

Note: 1. Each question carries **10 marks**.

2. Attempt **any four** questions.

Answer the following questions:

A) Define CRM and discuss the Types of CRM in detail.

B) Define Relationship and explain why do companies want relationship with customers and why companies do not want relationship with customers.

C) What is customization and discuss different forms of Mass Customization?

D) What do you mean by Customer Development. Explain the strategies for Customer Development. Also discuss the strategies for terminating Customer Relationship.

E) Define Customer Retention and discuss the strategies for Customer Retention.

F) Write short notes on the following:

i) Prospecting

ii) Customer Value