

Reg. No. : .....

Code No. : 8563

Sub. Code : ZKCE 23

M.Com. (CBCS) DEGREE EXAMINATION,  
APRIL 2022

Second Semester

Commerce

Elective — CUSTOMER RELATIONSHIP  
MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

\_\_\_\_\_ is the fundamental determinants of  
persons wish and wants.

- |             |               |
|-------------|---------------|
| (a) Culture | (b) Attitude  |
| (c) Value   | (d) Education |

First step in analysis of customer value is to

- identify customers value attributes
- assessing attributes importance
- assessing company performance
- assessing competitors performance

A successful CRM increases production and profit  
throughout the \_\_\_\_\_

- System life cycle
- Business life cycle
- Customer life cycle
- Organization life cycle

Consumer buying behavior is influenced by

- personal factor and peer group factor
- social and cultural factors
- both(a) and (b)
- none of the above

\_\_\_\_\_ uses comfortable statistical and  
mathematical techniques and methods in CRM.

- |                     |                    |
|---------------------|--------------------|
| (a) Data mining     | (b) Data survey    |
| (c) Data processing | (d) Data reduction |

- The marketing messages committed to customer  
wishes is a part of
  - Permission marketing
  - Activated marketing
  - Suppliers marketing
  - Debtors marketing
- Company's 'customer relationship capital' is  
another name of
  - satisfied customers
  - dissatisfied customers
  - customer retention
  - customer conversion
- Customer relationship management is about
  - Acquiring the right customer
  - Instituting the best practice
  - Motivating employees
  - All the above
- Total customer benefits – total customer costs = \_\_\_\_\_
  - customer value
  - customer retention
  - customer expectation
  - customer perception

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- The objective of data mining is to detect \_\_\_\_\_  
relationships among data.
 

(a) Vendor	(b) Customer
(c) Application	(d) Hidden

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

- What is customer lifetime value and why is  
it very important?

Or

  - What are the major components of customer  
satisfaction? Explain.
- What are the key elements of customer  
relationship management?

Or

  - Explain the strategy needed for customer  
acquisition.
- Explain the role of CRM manager in any  
concern.

Or

  - What is customer-centric approach in CRM?  
List out its benefits.

14. (a) What are the factors determines the customer's expectation and perception?

Or

- (b) Write down the different types of service quality.

15. (a) How is a relationship marketing help to build relationship with customer?

Or

- (b) Differentiate between data mining and data warehousing in CRM.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) How do you build customer perception and how does it differ from customer expectations? Explain.

Or

- (b) How does customer segmentation improve profitability? Explain.

17. (a) Clearly explain the different models of CRM.

Or

- (b) Enumerate the process of CRM.

18. (a) Elucidate the strategic CRM planning process.

Or

- (b) State and explain the steps involved in implementation of CRM.

19. (a) Explain clearly about the service quality gap and its models.

Or

- (b) Write down the effective ways to measure service quality.

20. (a) Elaborate the recent trends in CRM.

Or

- (b) What are the requisites for ethics and legalities of data usage in CRM? Explain.