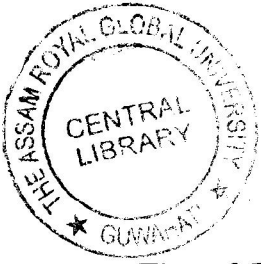


Roll No:

--	--	--	--	--	--	--	--	--	--



The Assam Royal Global University, Guwahati
Royal School of Business
BBA-6th Semester
Semester End Examination, June 2023
Course Title: Customer Relationship Management
Course Code: BSA032C601

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.
The figures in the right-hand margin indicate marks.

Section – A

1. Attempt **all** questions. (Maximum word limit 50) **2 x 8**
- a. "Superior customer service would be the only differentiator in the coming days". Comment.
 - b. Define the term Customer Relationship Management (CRM) with an example.
 - c. Explain the term Automatic Call Distributor (ACD).
 - d. What is Customer Satisfaction Score (CSAT)?
 - e. What is supplier relationship management (SRM)?
 - f. What are key features of E-CRM?
 - g. Explain the term brand building in details.
 - h. Define garbage in and garbage out.

Section – B

2. Attempt **any two** of the following: **6x 2**
- a. Describe three levels of services in detail.
 - b. What do you mean by customer satisfaction? Explain in detail a few of the factors that contribute to unsatisfied customers. 2 + 4
 - c. Write short notes on the Hourglass and the Hexagon customer profile.
3. Attempt **any two** of the following: **7 x 2**
- a. Define one-to-one marketing. Explain the benefits of one-to-one marketing. 2 + 5
 - b. What is customer retention? Write down a few benefits of customer retention. 2 + 5
 - c. Define call scripting. Discuss the guidelines to develop a good script in detail. 2 + 5
4. Attempt **any two** of the following: **7 x 2**
- a. "Sales force automation software makes the sales process more efficient for sellers at every step of the customer journey". Discuss the different benefits of sales force automation.
 - b. Differentiate CRM and E-CRM in detail.
 - c. What is Supplier Relationship Management ? Discuss the different benefits of SRM.
5. Attempt **any two** of the following: **7 x 2**
- a. Discuss the CRM Implementation Roadmap in detail.
 - b. Explain in detail the CRM Development team
 - c. Explain in detail the complexity in CRM Measurement.