

The Assam Royal Global University, Guwahati
Royal School of Business
BBA 6th Semester

Special Supplementary Examination, October 2021
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. Differentiate between Customization and Personalization.
 - b. What do you mean by Service Profiling?
 - c. Define event based marketing.
 - d. Mention few advantages of one-to-one relationship marketing.
 - e. Discuss about sales process.
 - f. What is Sales Force Automation?
 - g. What is meant by out sourced CRM?
 - h. What do you mean by Electronic point of Sale (EPOS)?

2. Attempt **any two** of the following: 6 x 2
 - a. State the principles of customer loyalty.
 - b. Discuss the different types of Service Level Agreements (SLAs).
 - c. Differentiate between traditional marketing and CRM.

3. Attempt **any two** of the following: 7 x 2
 - a. What are the different types of call centre facilities?
 - b. Discuss the RFM Model of Customer Behaviour Prediction.
 - c. Elaborate on the different models of Customer Satisfaction Measurement.

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Section – B

4. Attempt **any two** of the following: 7 x 2
- a. Discuss the role and significance of Supplier Relationship Management in an organization.
 - b. Discuss at length on E-Commerce and Customer Relationships on the Internet.
 - c. Write short notes on: i) Partner Relationship Management. ii) Supplier Relationship Management.
5. Attempt **any two** of the following: 7 x 2
- a. Discuss the different technologies under each key functionality of CRM.
 - b. Discuss Hyung-Su's Score card to measure CRM delivery performance.
 - c. Explain whether custom or off the shelf CRM would suit a startup which has joined the Hospitality industry recently.