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Register Number:

Name of the Candidate:

B.B.A. DEGREE EXAMINATION - 2015

(TELECOM MANAGEMENT)

THIRD YEAR

(PART – III - PAPER – X)

330. CUSTOMER RELATIONSHIP MANAGEMENT

May)

(Time: 3 Hours

Maximum: 100 Marks

SECTION – A

Answer ALL questions.

(10X2 = 20)

1. Define customer Acquisition.
2. What do you mean Electronic Data Interchange (EDI)?
3. What is CRM Architecture?
4. Write a short note on CRM Project.
5. Define Computer Telephony Integration (CTI).
6. What is Data Mining?
7. Explain Customer Retention.
8. Define Customer Loyalty.
9. What do you mean by e-CRM?
10. What is CRM implementation?
11. Define ERP system.
12. Write a short note on Data Warehouse.

SECTION – B

Answer any FOUR questions.

(4X10=40)

13. Explain why organizations lose their Customers.
14. Discuss various approaches to Retention Process with a suitable example.
15. Explain the benefits of CRM process.

- 16. Distinguish between CRM and e-CRM.
- 17. Discuss different attributes of CRM Integration.
- 18. Explain the techniques for Relationship Management Applications.

SECTION – C

Answer any TWO questions (2X20=40)

- 19. Describe the significance of Customer Relationship Management.
- 20. Explain objectives and features of Call center.
- 21. State the step by step process of Implementing Customer Relationship Management.
- 22. What are the factors influencing for customer interaction management and customer retention?

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