DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)
(For Candidates admitted from 2018-2019 onwards)

UG DEGREE EXAMINATIONS APRIL - 2021
BBA - AVIATION MANAGEMENT
CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hrs   Max.Marks: 75

PART - A

CHOOSE THE CORRECT ANSWER   (10X1=10)

1. Relationship Marketing Focuses On

   a) Customer Loyalty and Long-Term Customer Engagement

   b) Customer Acquisition and Individual Sales.

   c) Customer Loyalty and Short-Term Customer Engagement

   d) Customer Relationship and Target customers

2. CLV stands for

   a) Customer Longtime Value   b) Customer Lifetime Value

   c) Companies Logical Value   d) Calculate Lifetime value

3. In CRM Customer Divisibility means

   a) At the pinnacle of customer insight is the opportunity to make customer indivisible down to an individual level

   b) The customer data and feedback companies utilizing this marketing strategy develop long term relationships

   c) It helps businesses foster strong customer relationships and improve sales and retention by having quality conversations with prospects and customers.

   d) At the pinnacle of customer insight is the opportunity to make customer divisible down to an individual level

4. CRM Strategy means

   a) It is the Technical and legal Management of Choices That Make the Various Activities Of different Business Processes and Stakeholders fit together.

   b) It is a technology for managing all your company relationships and interactions with customers and potential customers

   c) It is the Tactical Management of Choices That Make the Various Activities Of different Business Processes and Stakeholders fit together.

   d) It ensures your data in one place and can easily be updated by anyone, anytime.

5. What does SFA Stands for
   a) Standard first Aid
   b) Sales Force Automation
   c) Single Frequency Approach
   d) Sales force Authority

6. Cloud based CRM Software helps the employees to update the system with the
   a) Technical information about the employees working in an organization.
   b) A lead turns into a contact when a direct two way communication starts and the lead expresses some interest in your business.
   c) Latest information about a contact wherever they are from a smartphone, a Tablet or any other Web enabled device.
   d) It is a process in which a business or other organization administers its interactions with customers.

7. CRM Value Chain is a five step process focused on
   a) System significant customers
   b) System structure and components
   c) Strategically significant customers
   d) Safety service center

8. KPI Stands for
   a) Knowledge Performance indicator
   b) Key Performance Indicator
   c) Key Product Indicator
   d) Knowing Product information

9. Database Marketing is a Form of
   a) Indirect marketing using databases of Customers.
   b) Direct marketing using information about the existing customers.
   c) Direct marketing using databases of new customers.
   d) Direct marketing using databases of Customers.

10. Data Mining is a method of
    a) Comparing large amounts of data to finding right patterns.
    b) Centralizing data from different sources into one common repository.
    c) Comparing analytical instead of transactional work.
    d) Quick computer systems with exceptionally huge data storage capacity.

PART - B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) Explain the various Benefits of Relationship Marketing?

(OR)

b) Explain in detail about Customer lifecycle.

12. a) Difference between Relationship Marketing & Customer Relationship Management.

(OR)

b) Explain in detail about CRM Planning and Implementation.

13. a) Difference between Contact Management Software and Customer relationship management software.

(OR)

b) Explain the Five Keys to Successful Enterprise Marketing Management.

14. a) What Integrated Business Management Delivers?

(OR)

   b) What is a Customer Ecosystem and Why Is It Exciting?

15. a) What Is Database Marketing? Why It is Important?

(OR)

   b) How to build and maintain Prospect List Database?

PART - C

ANSWER ANY THREE QUESTIONS   **(3X10=30)**

16. Explain the Strategies For Building Better Customers Relationship.

17. Explain in detail the Evolution and Future of Customer Relationship management.

18. Explain the purpose And Components of Sales Force Automation.

19. Explain the Michael Porter's Value Chain.

20. Explain in detail Data Mining and Data Warehouse.