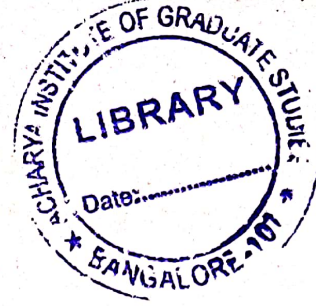IV Semester B.B.A. Degree Examination, September/October – 2022
BUSINESS ADMINISTRATION
Customer Relationship Management
(CBCS Scheme Regular Freshers)

Maximum Marks : 70

Time : 3 Hours

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

(5×2=10)

Answer any **Five** each question carries **two** marks.

1.
   a. What do you mean by sales profit?

   b. Give the meaning of electronic fund transfer.

   c. Define data mining concept.

   d. Mention any two benefits of event base marketing.

   e. What is relationship management?

   f. Define channel optimization.

   g. What is resetting the CRM strategy?

SECTION - B

(3×5=15)

Answer any **Three** of the following. Each question carries **Five** marks.

2. Briefly explain the factors that affect customer loyalty.

3. Discuss the process of dealing with customer complaint.

4. Explain the importance of Relationship marketing.

5. What are the features of Enterprise Resource planning.

[P.T.O.

SECTION - C

Answer any **Three** of the following questions. Each question carries **15** marks.(3×15=45)

6. Explain the benefits of effective supply chain management.

7. Briefly explain the objectives and benefits of data collection.

8. Explain the principles of good customer service.

9. Explain the working towards enhancing customer satisfaction.

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