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DMI-ST.EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022
SEM: VIII 550MG022 CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) Explain the 7^c of communication in brief. (8 Marks)
b) Briefly Explain the difference between interpersonal and intrapersonal communication. (8 Marks)
c) Explain the process / Basic elements communication. (4 Marks)
2. a) Explain what is meant by CRM approach. (2 Marks)
b) Discuss the 7 building blocks of CRM. (8 Marks)
c) Explain the advantages and disadvantages of CRM. (10 Marks)
3. a) Explain how to increase customer retention. (8 Marks)
b) Elucidate the seven relationship-building strategies that will help you transform your company into a valuable resource. (8 Marks)
c) Discuss public relations of organizations. (4 Marks)
4. a) Explain the ways to improve customer database. (8 Marks)
b) Discuss out few modern services rendered by banks towards better customer relationship. (6 Marks)
c) Explain the methods and techniques of developing CRM in banking sectors. (6 Marks)
5. a) Discuss about the customer service committee. (6 Marks)
b) Briefly explain about customer grievance redressal as per customer protection acts. (8 Marks)
c) Explain the objectives of the quality circle. (6 Marks)
6. a) Explicate the impact of effective communication to people. (8 Marks)
b) Elucidate the needs of communication. (6 Marks)
c) Explain the steps you take to improve verbal communication. (6 Marks)
7. a) Explain the c's of the CRM. (8 Marks)
b) Briefly Explain the three cornerstones of CRM. (6 Marks)
c) Discuss the purpose of CRM. (6 Marks)