

[1/A-3]

**SARDAR PATEL UNIVERSITY  
SYBBA (GEN) SEMESTER-IV****Monday, 23<sup>rd</sup> April, 2018****10.00 AM TO 12.00 PM****SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT****CODE: UM04CBBA07**

- Note:** 1. Figure to the right indicates full marks.  
2. All questions carry equal marks.

**TOTAL MARKS: 60**

**Q.1** What is customer relationship management? Explain objectives of CRM. (15)

**OR**

**Q.1 (a)** Explain customer life cycle value. (09)  
**(b)** Write relationship between CRM and technology. (06)

**Q.2** Discuss strategic perspective on CRM (15)

**OR**

**Q.2** Write Short Note on: (15)  
(a) Building blocks of CRM  
(b) Creating CRM Culture

**Q.3** Discuss Importance of CRM in Marketing management. (15)

**OR**

**Q.3** Elaborate marketing initiatives of customer relationship management. (15)

**Q.4 (a)** Differentiate between CRM and ECRM. (08)  
**(b)** Write a note on levels of E CRM. (07)

**OR**

**Q.4** Explain different tools of E CRM with suitable examples. (15)

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