

SEAT No. _____

Sc

[A-2]

SARDAR PATEL UNIVERSITY
B.B.A. (IV- SEMESTER) EXAMINATION, 2010 BATCH

No. of Printed Pages : 1

TUESDAY, 17TH APRIL 2018
10-00 A.M. to 12-00 P.M.

CUSTOMER RELATIONSHIP MANAGEMENT: UM04EBBA03

Total Marks: 60

- Q-1 Define CRM & state the significance of CRM. 15
- OR
- Q-1 Explain the relationship between CRM and technology. 15
- Q-2 Discuss the building Blocks of CRM. 15
- OR
- Q-2 Describe the various CRM Strategies. 15
- Q-3 Discuss the importance of CRM in Marketing. 15
- OR
- Q-3 Explain the marketing initiatives of CRM. 15
- Q-4 Describe the different levels of E-CRM. 15
- OR
- Q-4 Write notes on: 15
- (a) Evolution of E-CRM.
- (b) E-CRM Tools.