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SEAT No. \_\_\_\_\_

No. of Pages: 01

SARDAR PATEL UNIVERSITY

BBA (GENERAL) SEMESTER - IV

Thursday, 18<sup>th</sup> April, 2019

10:00 A.M To 12:00 P.M

UM04CBBA07- CUSTOMER RELATIONSHIP MANAGEMENT

TOTAL MARKS: 60

Q. 1 What is Customer Relationship Management? Explain in detail Objectives & Evolution of CRM. 15

OR

Q. 1 Discuss in brief Customer Life Cycle Value. 15

Q. 2 Discuss in detail on Perspective strategy of CRM. 15

OR

Q.2 Write Short Note on:

[A] Building Blocks of CRM 08

[B] CRM Strategies 07

Q. 3 Explain Marketing Initiatives of CRM. 15

OR

Q. 3 Discuss in detail types of CRM. 15

Q. 4 What is E-CRM? Describe in detail its tools of E-CRM. 15

OR

Q. 4 Write Short Note on:

[A] Difference between CRM and E-CRM. 08

[B] Evolution of E-CRM 07

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