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SEAT No. _____

No. of Printed Pages : 01

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

FRIDAY, 12TH APRIL 2019
10-00 A.M. to 12-00 P.M.

CUSTOMER RELATIONSHIP MANAGEMENT: UM04EBBA03/06

Total Marks: 60

- Q-1 Define CRM & state its benefits. 15
- OR
- Q-1 Explain in detail the evolution of CRM. 15
- Q-2 Write notes on: 15
- (A) Creating CRM culture.
- (B) CRM Strategies.
- OR
- Q-2 Write notes on: 15
- (A) Strategic perspective on CRM.
- (B) Building blocks of CRM.
- Q-3 Discuss the importance of CRM in Marketing. 15
- OR
- Q-3 Differentiate between CRM & E-CRM. 15
- Q-4 Describe the various levels of E-CRM. 15
- OR
- Q-4 Write notes on: 15
- (a) Evolution of E-CRM.
- (b) E-CRM Tools.

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