

Total No. of Pages: 2

**5735**

Register Number:

Name of the Candidate:

**B.B.A DEGREE EXAMINATION, December 2014**

**(TELECOM MANAGEMENT)**

**(THIRD YEAR)**

**(PART - III)**

**330: CUSTOMER RELATIONSHIP MANAGEMENT**

Time: Three hours

Maximum: 100 marks

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**SECTION - A**

**Answer any TEN questions.**

**(10 × 2 = 20)**

1. Define customer relationship management.
2. What is acquisition of customer?
3. What is electronic data interchange?
4. Define customer loyalty.
5. What is ERP?
6. Define e-CRM.
7. What is call centre?
8. Define data mining.
9. What is mean by computer Telephony integration?
10. What is warm transfer?
11. Define customer retention.
12. What is computer interaction management?

**SECTION - B**

**Answer any FOUR questions.**

**(4 × 10 = 40)**

13. What are the significance of CRM? Why organisations lose their customers?
14. Explain the factors influencing customer interaction management.
15. How to create and maintain relationship through loyalty? Explain.

- 16. Explain about four C's of CRM process.
- 17. What are the features and functions of call centre?
- 18. Explain the data mining process in detail.

**SECTION - C**  
**Answer any TWO questions. (2 × 20 = 40)**

- 19. Explain the types of customer loyalty.
- 20. What are the basic requirements of e-CRM? Explain about three dimensions of e-CRM.
- 21. Explain the strategies for building relationships.
- 22. Write short notes on:
  - (i) Computer telephony Integration.
  - (ii) Enterprise Application Integration.

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