**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**BBA V Semester Examination**

**Subject: Customer Relationship Management**

***Note*** *:* Attempt All Question

Q.1 How a customer is treated as a client? And Explain Need and Significance of CRM?

Q.2 Describe various types of CRM and elaborate CRM Solution map.

Q.3 Explain CRM cycle.

Q.4 Write short note on any two of the following –

a) Lead Management b) Knowledge Management

c) Field force Automation d) E-Commerce

Q.5 Case –

Around five years ago, a customer poll would probably have shown that online shopping was merely a gimmick. Most traditional companies were in the midst of a thriving economy, using traditional business methods since their inception. Although computers and electronics were used to streamline internal operations, many companies actually saw an advantage in using the same methods to sell their products. Then the dot-corn revolution started. When we speak of the dot-corns, we refer to companies that started out by selling merchandise over '.he Internet exclusively or primarily. They were able to get merchandise to market their product faster and with less inventory, thus cutting their overheads. Using the e-CRM strategy and the Internet, one can also help in improving his relationship with traditional customers. The Internet can be used to support not only online customers,' but also brick and mortar consumers. Although the perception of the Internet is rapidly changing from that of an advertising medium to a collaboration, one is still unclear as to what more information the Internet and websites can provide for their c-CRM,

A) Explain the concept of personalized service in the new economy.

B) What are the improved issues of e-CRM?

C) What are the drawbacks of c-CRM?