

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 784

I

Unique Paper Code : 6322481103

Name of the Paper : Customer Service & Customer
Relationship Management
(DSC-3)

Name of the Course : **B.Voc.-Retail Management
& IT**

Semester : I

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions out of the given questions.
3. **All** questions carry equal marks.

1. What do you understand by customer relationship management? Discuss the benefits of CRM. (9,9)
2. What are the advantages of CRM over traditional loyalty building methods. (18)
3. What are the five S of managing customer data? (18)
4. 'CRM is evaluated by outcome indicators such as customer loyalty and business performance'. Discuss. (18)
5. What do you understand by customer retention? How does it help an organization? (18)
6. How will you measure CRM effectiveness in service centre operations? (18)
7. Write short notes on :- (6×3=18)
 1. Customer Satisfaction Score (CSAT)
 2. Customer Lifetime Value (CLV)
 3. Ethics in CRM