

**GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS,
BORDA - MARGAO, GOA**

**B.Com. (Sem. II) SEMESTER END EXAMINATION, JULY 2021
(Under OS-1 Covid-19 Pandemic)**

GE 2 Customer Relationship Management

Duration	Answering:	02 Hours	Max. Marks: 40	No. Of Pages: 01
	Online Submission:	01 Hours		

Instructions: (i) All questions are compulsory.
(ii) Figures to the right indicate full marks.
(iii) Students need to submit Handwritten answer paper scanned in whiteboard mode in a single PDF file only.

Q. I. Answer any 5 of the following in 60-80 words each:

(5x2=10 marks)

1. Write a short note on Customer Service/Sales Profile.
2. What is use of Data Warehousing?
3. What are the Pitfalls of Customer Service/Sales Profile?
4. Explain Structural Bonds in Customer Retention.
5. Write a short note on Customer Focus.
6. Describe Internal Marketing.
7. Explain the Concept of Enterprise Marketing Automation?
8. Write a short note on Customer Equity.

Q. II Answer any 6 of the following in 200-250 words each:

(6x5=30 marks)

1. Explain different levels of Customer Retention.
2. What are the different ways to attract and Retain Customers?
3. Explain in detail 4A's Framework.
4. What is Customer Lifetime Value? Explain how to measure customer lifetime value.
5. Explain in detail Customer Hourglass.
6. Describe the limitations of Database Marketing.
7. Distinguish between Consumer Behavior and Organizational Buying Behaviour.
8. Explain various Dimensions of E-CRM.