



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 4th Semester Examination, 2022

BTHACOR09T-BBA (TAH) (CC9)

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is 'Relationship Marketing'?
 - (b) What do you mean by consumer value?
 - (c) What is life style marketing?
 - (d) Why is consumer attitude important in marketing?
 - (e) What is data mining in CRM?
 - (f) What do you mean by the term 'lead management'?
 - (g) What are marketing touch points?
 - (h) Write an example of 'Collaborative CRM'.
 - (i) What is CRM orientation?
 - (j) What is analytical CRM?
 - (k) What is ERP?
 - (l) What are CRM tools?
 - (m) What is a customer ecosystem?
 - (n) What is cloud CRM?
 - (o) What is sales force automation?
 - (p) Who is prospect database in CRM?

GROUP-B

2. Answer any **four** questions from the following: 5×4= 20
- (a) Write the key elements of CRM.
 - (b) Why is it important for marketers to understand consumer lifestyle in marketing activity?
 - (c) How is 'VALS' used in marketing?

- (d) What are the steps of CRM process?
- (e) What are the key capabilities of CRM software?
- (f) Discuss the term 'Relationship Policy Per Segment' in hospitality industry.
- (g) Write Benefits of Data-mining in CRM.
- (h) What does eco-system mean in a business?
- (i) What are customer touch points?
- (j) What is the main role of analytical CRM?
- (k) Write in brief the history of CRM.
- (l) Is CRM a strategy or technology?

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Write in detail about the evolution of 'Customer-Supplier' Relationship.
 - (b) What is contact management and why it is important?
 - (c) What is Business Process Integration (BPI)? Write in detail the benefits of BPI.
 - (d) What are the main components of operational CRM? How do companies use it?
 - (e) Write in detail about the importance of Customer Divisibility in CRM.
 - (f) How and why is sales force automation in CRM is critical?
 - (g) Discuss the benefits of Call Centre CRM software.
 - (h) What is Consumer Privacy? How does CRM affect Customers?

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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