



DP-161100080406

Seat No. _____

M. B. A. (Sem. IV) (CBCS) Examination

March / April - 2022

Banking & Finance

**Customer Relationship Management in
Banking & Insurance**

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1 Explain Customer Life Cycle and conversion model by giving suitable examples.

OR

- 1 Discuss the strategic issues in CRM.

- 2 Explain Services and Marketing Automation.

OR

- 2 Write about Data Mining and Data Warehousing.

- 3 Discuss the strategies to prevent customer defection in cooperative banks.

OR

- 3 Explain Touch Points, Moment of Truth and Customer engagement.

- 4 What is Relationship Marketing ? Explain in the context of banks.

OR

- 4 Discuss the first phase of CRM implementation.

- 5 What is Customer value ? How can banks create value for their customers ?

OR

- 5 What is Web analytics ? Explain.
