



**RAJ-161100080406**

Seat No. \_\_\_\_\_

**M. B. A. (Banking & Finance) (Sem. IV) (CBCS)  
Examination**

**March / April - 2019**

**Customer Relationship Management in Banking &  
Finance**

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

[Total Marks : 70

**Instruction :** All questions carry equal marks.

1 What is customer experience ? Explain touch points, moment of truth and customer engagement.

**OR**

1 Discuss the strategic issues in CRM.

2 Explain Customer life cycle and conversion model.

**OR**

2 Explain how data mining can be useful in CRM ?

3 Explain optional allocation rules for CRM.

**OR**

3 What is service automation ? Write about the benefits of service automation.

4 Discuss experiential marketing strategies in brief.

**OR**

4 Explain customer value. How can companies create value for customers ?

5 What is customer relationship marketing ? Explain.

**OR**

5 Explain any two phases of CRM implementation.