



**PU-161100080406** Seat No. \_\_\_\_\_

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

**August - 2020**

**Customer Relationship Management in Banking &  
Insurance**

**(Banking & Finance)**

Time : 3 Hours]

[Total Marks : 70

**Instruction :** All questions carry equal marks

1 What is the role of effective Data mining and Data warehousing in CRM? Explain.

**OR**

1 What is customer value? How can Banks create value for their customers?

2 Explain in detail the strategies to prevent customer defection in cooperative banks.

**OR**

2 Explain what is Services automation?

3 Explain Customer life cycle and Conversion model.

**OR**

3 Discuss the first phase of CRM implementation.

4 Explain Touch points, Moment of truth and Customer engagement.

**OR**

4 Explain experiential marketing strategies in brief.

5 Explain in brief - web analytics.

**OR**

5 Discuss the importance of Customer relationship management in services sector.