



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

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

**July – 2021**

**Customer Relationship Management**  
**in Banking & Insurance**

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

[Total Marks : 70

- Instructions :** (1) All questions carry equal marks.  
(2) Answer any five out of ten questions.

- 1 Explain Customer life cycle and Conversion model.
- 2 Discuss the importance of Customer Relationship Management in banking sector.
- 3 What is customer experience? Explain touch points, moment of truth and customer engagement.
- 4 Explain in detail the strategies to prevent customer defection in banking.
- 5 Explain Relationship Marketing strategies and Customer perceived service quality.
- 6 Discuss the first phase of CRM implementation.
- 7 Explain Services and Marketing Automation.

- 8 Discuss the strategic issues in CRM.
  - 9 Explain Customer Value. How can companies create value for customers?
  - 10 What is the role of effective Data Mining and Data Warehousing in CRM? Explain.
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