



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

**HC-161100080406**  
**M. B. A. (Sem. IV) Examination**  
**April - 2023**  
**Customer Relationship Management**  
**(Banking & Finance)**

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

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

- 1 What is Customer relationship management ? Explain types of CRM.
- 2 Differentiate data mining and data warehousing. How data mining can be beneficial to the organization ?

**OR**

Explain Five major phases in CRM Implementation.

- 3 How do you define customer experience ? Explain touch points, moment of truth and engagement.

**OR**

What is Marketing Automation ? Explain significance of marketing automation in the firm.

- 4 Define Service Automation. Which are the software applications that can be used in service automation ?

**OR**

What is Customer value ? How company can create customer value ? Explain.

- 5 Write short note on (Any Two) :

- (A) Conversion Model
- (B) Web Analytics
- (C) Customer Life Cycle