

**ILVA COMMERCE & SCIENCE COLLEGE**

**Internal Examination- 2020-21**

**Class BBA V<sup>th</sup> SEM**

**Subject: Customer Relationship Management**

**Note: - Attempt All Questions**

Q 1) Discuss types of customer relationship management along with their purpose in business organization.

Q 2) What are the goals of customer relationship management? How the understanding of these goals can lead to better customer services.

Q 3) Briefly discuss the customer relationship management process model with the help of a diagram. Also give various steps involved in a customer relationship management process.

Q 4) What are 5 service quality dimensions and its determinants?

Q 5) Explain the step by step process of customer relationship management implementation?