

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>	<b>SAVNEET KAUR</b>		
<b>Course code</b>	<b>307</b>	<b>Class:</b>	<b>MBA</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>CUSTOMER RELATIONSHIP MANAGEMNET</b>
-----------------	---

Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain the concept, content & overview of CRM.
- b) Define CRM and explain its component in Detail.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Explain the difference between marketing & CRM.
- b) Describe the framework for building CRM Strategy.
- c) Enumerate, the concept of Data mining for CRM.
- d) Discuss different type of CRM technologies in detail.

Q.3) Write Short Notes on **(ANY TWO)** (08)

- a) Process of CRM
- b) e CRM
- c) CRM strategy
- d) Type of CRM

\* \* \* \* \*