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

March / April - 2018

Customer Relationship Management in Banking & Insurance

Time : **3** Hours]   [Total Marks : **70**

Instruction :   All questions carry equal marks.

1   Write about experiential marketing strategies and techniques.

OR

1   Explain in detail the strategies to prevent customer defection in banking.

2   What is Data mining and what is its implication in CRM?

OR

2   Explain how to create value and retain customers in banking.

3   Explain Customer life cycle by giving suitable examples.

OR

3   Explain relationship marketing strategies and Customer perceived service quality.

4   What is customer experience? Explain in the context of Banking.

OR

4   Explain CRM implementation in service sector in detail.

5   Explain Conversion model.

OR

5   Write about building customer loyalty in B2B commerce.

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