

## Development of Customer Relationship

### ASSESSMENT

Total Marks: 30

Answer the following questions:

**Q: 1:** Short Questions (15)

- I. Explain the real purpose of creating customer scenarios.
- II. Describe the required members when developing a team.
- III. How are ASPs helpful in customer retention?

**Q: 2:** Discuss the basic steps for creating customer scenarios. (7)

**Q: 3:** What are Customer Life Cycles? Why are they important for CRM? (8)