

Date: 23-11-2021

To,

The Principal,

Karnatak Arts, Science & Commerce Collage,

Bidar, Karanataka.



Sub: Applications for Commencements of new Add-on course **CRM in E-Banking** for PG students.

Respected Sir,

With reference to the above cited subject, department of commerce wants to commence new add-on course on **CRM in E-Banking** for post graduates students for the academic year 2021-22.

So, kindly grant the permission as early as possible.

Thanking You,

Permitted
23/11/22
PRINCIPAL
Karnataka Arts Sci. & Com. College
BIDAR-585401

HOD

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.



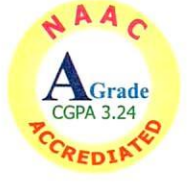
ಕರ್ನಾಟಕ ಕಲಾ, ವಿಜ್ಞಾನ ಹಾಗೂ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ, ಬಿದರ
KARNATAK ARTS, SCIENCE & COMMERCE COLLEGE, BIDAR

Estd 1970

(Affiliated to Gulbarga University, Kalaburagi)

College with Potential for Excellence Status Awarded by UGC New Delhi

ISO 9001 : 2015



Golden Jubilee Celebration - 1970-2020

To

Dr. Sharanappa S.M

Associate Professor

Department of Commerce

Govt. First Grade College, Bidar

Sub: Request Letter to serve as Board of Studies for **CRM in E-Banking**.

Dear Sir,

I am very happy to inform you that our institution, under Dept of Commerce would like to start an Add-on course titled "**CRM in E-Banking**" in this context I am requesting you to serve as member of institutional Board of studies for the above mentioned course.

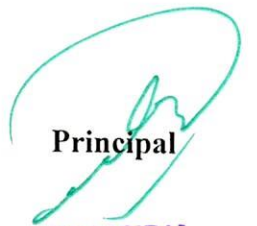
The meeting of institutional BOS for an Add-on course on **CRM in E-Banking** is conveyed on **20-12-2021** at IQAC Room, in Karnatak Arts, Science & Commerce College, and Bidar at 10:30 AM.

I hope you will accept this invitation and provide your expertise service in development of curriculum for the above mentioned course.


Head

Dept of Commerce

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401,


Principal

PRINCIPAL
Karnatak Arts, Sci. & Com. College
BIDAR-585401

E-mail : principalkascc@gmail.com
Fax : 08482-226503

Hyderabad Road, Karnataka State - 585401.
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Golden Jubilee Celebration - 1970-2020

To
Dr. Sangashetty Shetkar,
Assistant Professor,
Department of Commerce,
Govt. First Grade College, Bidar

Sub: Request Letter to serve as Board of Studies for **CRM in E-Banking.**

Respected Sir,,

I am very happy to inform you that our institution, under Dept of Commerce would like to start an Add-on course titled **"CRM in E-Banking"** in this context I am requesting you to serve as member of institutional Board of studies for the above mentioned course.

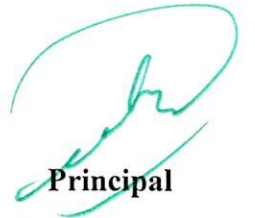
The meeting of institutional BOS for an Add-on course on Retail Management is conveyed on **20-12-2021** at IQAC Room, in Karnatak Arts, Science & Commerce College, and Bidar at 10:30 AM.

I hope you will accept this invitation and provide your expertise service in development of curriculum for the above mentioned course.


Head

Dept of Commerce

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.


Principal

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Golden Jubilee Celebration - 1970-2020

To

Dr Sharanappa

Associate Professor

Department of Commerce

Govt. First Grade College, Bidar

Respected Sir,

First of all, our department is really grateful to you for paying attention to our invitation and offering us a visit. It was a sheer joy for all of us. I would like to thank you for taking the time for us and attending BOS meeting for the Value Added Course in "CRM in E-Banking held on 20-12-2021.

We really appreciate your visit and it was such a wonderful experience for all us.

Thanking You,

Yours Truly,

HOD

Dr. Shashidhar Patil

Head Dept. of Commerce

Karnatak Arts, Science &

Commerce College, BIDAR-585 401.

Principal

PRINCIPAL

Karnatak Arts, Sci. & Com. College
BIDAR-585401



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To

Dr. Sangashetty Shetkar,
Assistant Professor,
Department of Commerce,
Govt. First Grade College, Bidar

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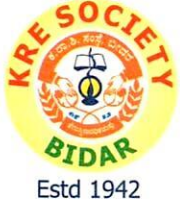
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To

Dr.Sangashetty Shetkar,
Assistant Professor,
Department of Commerce,
Govt. First Grade College, Bidar

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We really appreciate your visit and it was such a wonderful experience for all us.

Thanking You,

Yours Truly,


Dr.Shashidhar Patil

Head, Dept. of commerce

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585401.


Principal

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Dr Sharanappa

Associate Professor

Department of Commerce

Govt. First Grade College, Bidar

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Thanking You,

Dr. Shashidhar Patil

Head, Dept. of commerce

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401

Yours Truly,

Principal

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K. R. E. Society's

Karnataka Arts, Science & Commerce College, Bidar.

(Affiliated to Gulbarga University)

College with potential for excellence

Minute of Meeting of Institutional Board of Studies For

Value Added course for PG on

Study of Customer Relationship Management (CRM) in E Banking Held on 20-12-2021

The institutional BOS meeting of the Department of Commerce for the Value Added course for PG on Study of "CRM in E-Banking" held on 20-12-2021 at IQAC Room at 10:30 A.M.

Sl.No	Name	Institute	Designation	Signature
1	Dr. Shashidhar Patil Head Department of Commerce	Karnataka Arts, Science and Commerce Collage, Bidar.	Chairman	
2	Dr. Sharanappa S M Associate Professor	Department of Commerce Govt. First Grade College, Bidar.	Member	
3	Dr. Sangashetty Shetkar, Assistant Professor	Department of Commerce, Govt. First Grade College, Bidar.	Member	

In the beginning of the meeting the Chairman of the institutional BOS welcomed the entire member and briefed them about the progress of the Department of Commerce. The members expressed their highly appreciation and satisfaction about the courses and activities of the department.

After that institutional BOS discussed and resolved the following items.

- **Item 1.** Starting of the Value added course on study of Retail Management. The BOS discussed the item and resolved to start the add on course from **December, 2021**
- **Item 2.** Approval of the syllabus for add-on course. The BOS discussed and approved the syllabus for the Value added course on Study of **CRM in E-Banking**.

- **Item 3.** Criteria for admission, regulations and policies to run the course and patter.

The BOS discussed and approval the criteria for admission and resolved that the student should have completed successfully degree with commerce faculty and should be currently enrolled in M.com programme with in karnatak College, Bidar.

In addition to the BOS also finalized the rules and Regulations for smooth conduct of course and exam patter.

Meeting of BOS is concluded with vote of thanks by Dr. Shashidhar Patil, Head Department of Commerce.




IQAC Co-Ordinator,

IQAC Coordinator
Karnatak Arts, Science and Commerce College,
BIDAR


Principal
PRINCIPAL
Karnatak Arts, Sci. & Com. College
BIDAR-585401

**K. R. E. Society's
Karnatak Arts, Science & Commerce College, Bidar.
Value Added Course for PG
CRM in E-Banking
Department of Commerce**

Preamble: Internet Banking, also known as net-banking or online banking is an electronic payment system that enables the customer of a bank or a financial institution to make financial or non-financial transactions online via the internet. This service gives online access to almost every banking service, traditionally available through a local branch including fund transfers, deposits, and online bill payments to the customers. Internet banking can be accessed by any individual who has registered for online banking at the bank, having an active bank account or any financial institution. After registering for online banking facilities, a customer need not visit the bank every time he/she wants to avail a banking service. It is not just convenient but also a secure method of banking. Net banking portals are secured by unique User/Customer IDs and passwords. Customer Relationship Management concept is tendency of banking sector to establish and maintain long-term relationships with customers in order to provide value for customers and banks. This concept allows bank to identify, segment, communicate and build long-term relationships with customers on individual basis. In today's business environment, banks have aim to identify customers and to adjust offer to meet customer's needs, in order to maximize profits. Using modern technologies, Customer Relationship Management is becoming a method to maintain existing structure and development of high quality customer base. It involves development of marketing strategy through a better understanding of the entire customer base, understanding needs and attitudes of customers, as well as more efficient consideration of profitability and added value that each customer have for the bank.

The aim of research, presented in this paper, is to assess to benefits of introducing Customer Relationship Management concept in banking sector, by defining strategies, adjustment of organizational structure, culture and internal processes with help of modern technology. The paper presents methods of measuring success of Customer Relationship Management concept and problems which banks have when implementing a new business philosophy.

Subjects: CRM in E-Banking concept

CRM strategy

Processes

Information technology

Communication channel

Prerequisites: Degree in Commerce

Mode of Study: regular (Theory & Practical i.e. Classroom Lectures, Field Trips, Projects & Seminars)

Requirement and Policies:

1. Minimum 75% attendance in theory classes.
2. Need to appear for two internal tests.
3. Total 30 credits hour

Grading Pattern:

Theory (3 Credits)

Internal Assessment 20 Marks

Final Exam 40 Marks

Total 60 Marks


Chairman

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.



Principal,
PRINCIPAL
Karnatak Arts, Sci. & Com. College
BIDAR-585401



Theory

Customer Relationship Management (CRM) in E-Banking

Syllabus

Credits

3 hrs/week

Total 30 hrs.

Learning Objectives

- *To develop an appreciation about the utility of E-Banking Practices
- *To understand the quality services of E-Banking and
- *Various tools of E-banking

Course Outcomes

- *After successful completion of the course, the student will able to:
- *Understand the important concepts in Customer Relationship Management
- *Master over e-banking and data base service day today.

Unit I Introduction to CRM

Definition – Need and importance of CRM in present scenario- CRM as a Strategic marketing tool

Unit II Significance of CRM in banking today

Meaning and concept of E-Banking – Advantages customer information Database – objectives of E-Banking – Customer facilities through E-Banking Tools.

Unit III CRM Practices

Importance of CRM through E-Banking – internal facilities, costs, quality of Service and cost of communication.

Unit IV E-Payment system

Rupay-Rupay secure – IMPS – National unified USSD platform – (USSD) National Automated Clearing House (NACH) – National Financial Smith (NES) RTGS, NEFT. Innovative banking Payment system.

Unit V Security Issues in CRM and E- Banking

Security and Privacy, Transactional difficulty, Technical issues and Level of Customer awareness.

Text Books:

Abhijeet Singh and Brijesh Kumar 2011, Customer Relationship Management Tools: An Overview, Marketing Mastermind, Vo1 11, pp 24.
Alok Kumar and Chhabi Sinha 2008, Customer relationship managemnt

K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar

"Department of Commerce (PG)"

Date: 01-02-2022

Notice

All the students are hereby informed that the commerce department is going to commence add-on course on "CRM in E-Banking" After completion of this course, certificate will be provided to enrolled students.

Interested students can **enroll** their name as on before **05-02-2022**.

HOD

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

Principal

PRINCIPAL
Karnatak Arts, Sci. & Com. College
BIDAR-585401

Karnataka Arts, Science and Commerce College Bidar.

List of the Students admitted in Add-on-course- CRM in E-Banking

For PG Students in the academic year -2021-22




S.No	Name of the Student	Father Name	Class
1.	Sujata	SundarRaj	M.Com-III
2.	Neelambika	Shivamurti	-Do-
3.	Chetana	Shivarajkumar	-Do-
4.	Amulya	Anilkumar	-Do-
5.	Vaishnavi	Ananth Rao Kulkarni	-Do-
6.	Rekha	Shankar	-Do-
7.	Usha	Chandrakant	-Do-
8.	Chetana	Shankar	-Do-
9.	Shruti	Kishor	-Do-
10.	Ashwini	Arunpal	-Do-
11.	Ambika	Annarao patil	-Do-
12.	Jhoti	Maruti	-Do-
13.	Harsha	Rajkumar	M.Com-I
14.	Bhuvaneshwari		-Do-
15.	Pallavi	Vijaykumar	-Do-
16.	Divyadarshini	Yakhub	-Do-
17.	Ruthalu Ruben	Rubbbin	-Do-
18.	Nandini	Rajendra	-Do-
19.	Nagdevi	Ramdas	-Do-
20.	Pallavi	Rajshekhar	-Do-
21.	Sumalata	Vijaykumar	-Do-
22.	Umadevi	Veershetty	-Do-
23.	Rajeshwari	Rajkumar	-Do-
24.	Aarati	Baburao	-Do-
25.	Satyashruti	Vishwanth	-Do-
26.	Nageshwari	Gurulingappa	-Do-
27.	Shivakumar	Siddappa	-Do-
28.	Rohini	Parameshwar	-Do-
29.	Sainath	Vaijinath	-Do-
30.	Basavashree	ShankarRao	-Do-
31.	Pooja	Vaijinath	-Do-
32.	Pooja	Shivkumar	-Do-
33.	Mallikarjun	Suresh	-Do-
34.	Aishwarya	Udaykumar	-Do-
35.	Ambika	Mahadev	-Do-
36.	Sampika	Pandarinath	-Do-
37.	Pooja	Dasarath	-Do-
38.	Priyanka	Suryakanth	-Do-
39.	Priyanka	Sangram	-Do-
40.	Pallavi	Ramesh	-Do-
41.	Kiran	Rajkumar	-Do-
42.	Mahadev	Sanjaykumar	-Do-
43.	Bhagyashree	Nagnath	-Do-
44.	Nikita	Vishwanath	-Do-
45.	Bhagyashree	Veershetty	-Do-

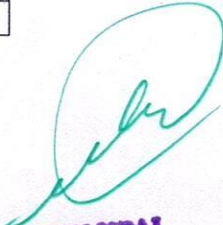
46. saraswati

Chandrakant

- Do -


Co-ordinator
Certificate Courses
K.A.S.C.C. Bidar


Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.


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Karnatak Arts, Sci. & Com. College
BIDAR-585401



K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar

“Department of Commerce”

Date: 12-02-2022

Notice

Commencement of CRM in E-Banking Classes

All the students who have enrolled their names for Add-on Course i.e. **CRM in E-Banking** are here by informed to attend regular classes commencement from **18-02-2022**.


HOD

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.


Principal

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Karnatak Arts, Sci. & Com. College
BIDAR-585401

K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar
Department of Commerce (PG)
Time Table for CRM in E-Banking course Academic Year 2021-22



Period	1:30 to 2:30 PM
Day	
MONDAY	Theory Class
TUESDAY	-Do-
WEDNESDAY	-Do-
THURSDAY	-
FRIDAY	-
SATURDAY	-

HOD

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

Co-ordinator

Co-ordinator
Certificate Courses
K.A.S.C.C. Bidar

Principal

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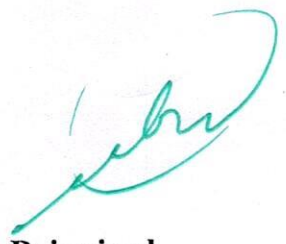
“Department of Commerce”

Date: 19-03-2022

Notice

All the students who have enrolled their names for Add-on Course i.e. **CRM in E-Banking** are hereby informed to attend **1st Internal Test** which is scheduled on **21th March, 2022** at 1:30pm to 2:30pm.


HOD
Dr. S. S. Bidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.


Principal
PRINCIPAL
Karnatak Arts, Sci. & Com. College
BIDAR-585401

K.R.E. Society'S
Karnatak Arts, Sciece& Commerce College, Bidar.
Department of Commerce (PG)
Add-on Course 2021-22
1st Internal

Subject: CRM in E-Banking Total Marks: 10 Time: 1 hour

I. Answer all the following questions each question carry 1 Marks.

- 1) What is CRM in E-Banking?
- 2) Write one importance of E-Banking?
- 3) Expand RTGS
- 4) Write any one security issue in CRM.

II Answer all the following questions each question carry 6 Marks.

- 1) Explain NES, RTGS innovative banking payment system.

K.R.E. Society's

Karnatak Arts, Science and Commerce College Bidar.

Student attendance list for I Internal Assessment Test 2021-2022

Department of Commerce

Add-on-course for PG – CRM in E-Banking



S.No	Name of the students	Father name	Class	Signature	I.A Marks
1.	Sujata	SundarRaj	M.Com-III		
2.	Neelambika	Shivamurti	-Do-	<i>Neelambika</i>	08
3.	Chetana	Shivarajkumar	-Do-	<i>Chet</i>	10
4.	Amulya	Anilkumar	-Do-	<i>Amulya</i>	09
5.	Vaishnavi	Ananth Rao Kulkarni	-Do-	<i>Vaish</i>	10
6.	Rekha	Shankar	-Do-	<i>Rekha</i>	10
7.	Usha	Chandrakant	-Do-	<i>Usha</i>	08
8.	Chetana	Shankar	-Do-	<i>AB</i>	
9.	Shruti	Kishor	-Do-		10
10.	Ashwini	Arunpal	-Do-		10
11.	Ambika	Annarao patil	-Do-	<i>Ambika</i>	09
12.	Jhota	Maruti	-Do-	<i>Jhota</i>	09
13.	Harsha	Rajkumar	M.Com-I	<i>Harsha</i>	07
14.	Bhuvaneshwari	<i>RAMESH</i>	-Do-	<i>Bhuvaneshwari</i>	09
15.	Pallavi	Vijaykumar	-Do-	<i>Pallavi</i>	10
16.	Divyadarshini	Yakhub	-Do-	<i>Divyadarshini</i>	10
17.	Ruthalu Ruben	<i>Rubben Ruben</i>	-Do-	<i>Ruthalu</i>	10
18.	Nandini	Rajendra	-Do-	<i>Nandini</i>	10
19.	Nagdevi	Ramdas	-Do-	<i>Nagdevi</i>	10
20.	Pallavi	Rajshekhar	-Do-	<i>Pallavi</i>	09
21.	Sumalata	Vijaykumar	-Do-	<i>Sumalata</i>	09
22.	Umadevi	Veershetty	-Do-	<i>Umadevi</i>	08
23.	Rajeshwari	Rajkumar	-Do-	<i>AB</i>	
24.	Aarati	Baburao	-Do-	<i>Aarati</i>	05
25.	Satyashruti	Vishwanth	-Do-	<i>Satyashruti</i>	10
26.	Nageshwari	Gurulingappa	-Do-	<i>Nageshwari</i>	10
27.	Shivakumar	Siddappa	-Do-	<i>Shivakumar</i>	09
28.	Rohini	Parameshwar	-Do-	<i>Rohini</i>	05

P.T.O

29.	Sainath	Vaijinath	-Do-	<u>Sainath</u>	10
30.	Basavashree	ShankarRao	-Do-	<u>B</u>	10
31.	Pooja	Vaijinath	-Do-	<u>Pooja</u>	09
32.	Pooja	Shivkumar Shivraj	-Do-	<u>Pooja</u>	10
33.	Mallikarjuna	Suresh	-Do-	<u>Mallikarjuna</u>	07
34.	Aishwarya	Udaykumar	-Do-	<u>Aishwarya</u>	10
35.	Ambika	Mahadev	-Do-	<u>Ambika</u>	10
36.	Sampika	Pandarath	-Do-	<u>Sampika</u>	10
37.	Pooja	Dasarath	-Do-	<u>Pooja</u>	09
38.	Priyanka	Suryakanth	-Do-	<u>Priyanka</u>	10
39.	Priyanka	Sangram	-Do-	<u>Priyanka</u>	10
40.	Pallavi	Ramesh	-Do-	<u>Pallavi</u>	09
41.	Kiran	Rajkumar	-Do-	<u>Kiran</u>	09
42.	Mahadev	SANJOKOMAR	-Do-	<u>Mahadev</u>	09
43.	Bhagyashree	Nagnath	-Do-	<u>Bhagyashree</u>	10
44.	Nikita	Vishwanath	-Do-	<u>Nikita</u>	20 to 10
45.	Bhagyashree	Veershetty	-Do-		10
46.	Saraswati	Chandsakant	-Do-	<u>Satish</u>	10

Present: 44
Absent: 02
Total: 46



[Signature]

Invigilator's Signature

[Signature]

Valuator's Signature

[Signature]

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

[Signature]

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Karnatak Arts, Sci. & Com. College
BIDAR-585401



K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar

"Department of Commerce"

Date: 23-04-2022

Notice

All the PG students who have enrolled their names for Add-on Course i.e. CRM in E-Banking are hereby informed to attend 2nd internal test which is scheduled 30-04-2022.

Coordinator
Co-ordinator
Certificate Courses
K.A.S.C.C. Bidar

HOD

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

K.R.E. Society'S
Karnatak Arts, Sciece& Commerce College, Bidar.
Department of Commerce (PG)
Add-on Course 2021-22
IInd Internal

Subject: CRM in E-Banking Total Marks: 10 Time: 1 hour

I answer all the following questions question any one carry 10 Marks.

1) Briefly explain advantages of customer information.

OR

2) What is CRM in E-Banking? Briefly explain customer relationship management in E-commerce?



S.No	Name of the students	Father name	Class	Signature	I.A Marks
1.	Sujata	SundarRaj	M.Com-III		
2.	Neelambika	Shivamurti	-Do-	<u>Neelambika</u>	09
3.	Chetana	Shivarajkumar	-Do-	<u>Chetana</u>	08
4.	Amulya	Anilkumar	-Do-	<u>Amulya</u>	08
5.	Vaishnavi	Ananth Rao Kulkarni	-Do-	<u>Vaishnavi</u>	10
6.	Rekha	Shankar	-Do-	<u>Rekha</u>	10
7.	Usha	Chandrakant	-Do-	<u>Usha</u>	10
8.	Chetana	Shankar	-Do-	<u>AB</u>	
9.	Shruti	Kishor	-Do-	<u>Shruti</u>	09
10.	Ashwini	Arunpal	-Do-	<u>Ashwini</u>	09
11.	Ambika	Annarao patil	-Do-	<u>Ambika</u>	08
12.	Jhoti	Maruti	-Do-	<u>Jhoti</u>	08
13.	Harsha	Rajkumar	M.Com-I	<u>Harsha</u>	10
14.	Bhuvaneshwari	<u>RAMESH</u>	-Do-	<u>Bhuvaneshwari</u>	10
15.	Pallavi	Vijaykumar	-Do-	<u>Pallavi</u>	10
16.	Divyadarshini	Yakhub	-Do-	<u>Divyadarshini</u>	09
17.	Ruthalu Ruben	<u>Rubbin Ruben</u>	-Do-	<u>Ruthalu</u>	08
18.	Nandini	Rajendra	-Do-	<u>Nandini</u>	10
19.	Nagdevi	Ramdas	-Do-	<u>Nagdevi</u>	10
20.	Pallavi	Rajshekhar	-Do-	<u>Pallavi</u>	06
21.	Sumalata	Vijaykumar	-Do-	<u>Sumalata</u>	10
22.	Umadevi	Veershetty	-Do-	<u>Umadevi</u>	10
23.	Rajeshwari	Rajkumar	-Do-	<u>AB</u>	
24.	Aarati	Baburao	-Do-	<u>Aarati</u>	08
25.	Satyashruti	Vishwanth	-Do-	<u>Satyashruti</u>	08
26.	Nageshwari	Gurulingappa	-Do-	<u>Nageshwari</u>	08
27.	Shivakumar	Siddappa	-Do-	<u>Shivakumar</u>	10
28.	Rohini	Parameshwar	-Do-	<u>Rohini</u>	09

29.	Sainath	Vaijinath	-Do-	<u>Sainath</u>	10
30.	Basavashree	ShankarRao	-Do-	<u>B</u>	09
31.	Pooja	Vaijinath	-Do-	<u>pooja</u>	10
32.	Pooja	Shivkumar <u>Shivraj</u>	-Do-	<u>Pooja</u>	08
33.	Mallikarjuna	Suresh	-Do-	<u>Mallikarjuna</u>	08
34.	Aishwarya	Udaykumar	-Do-	<u>Aishwarya</u>	08
35.	Ambika	Mahadev	-Do-	<u>Ambika</u>	08
36.	Sampika	Pandarinath	-Do-	<u>Sampika</u>	08
37.	Pooja	Dasarath	-Do-	<u>Pooja</u>	08
38.	Priyanka	Suryakanth	-Do-	<u>Priyanka</u>	10
39.	Priyanka	Sangram	-Do-	<u>Priyanka</u>	10
40.	Pallavi	Ramesh	-Do-	<u>Pallavi</u>	08
41.	Kiran	Rajkumar	-Do-	<u>Kiran</u>	10
42.	Mahadev		-Do-	<u>Mahadev</u>	10
43.	Bhagyashree	Nagnath	-Do-	<u>Bhag</u>	08
44.	Nikita	Vishwanath	-Do-	<u>Nikita</u>	10
45.	Bhagyashree	Veershetty	-Do-	<u>Bhagya</u>	10
46.	<u>Saraswati</u>	<u>Chandrakant</u>	-Do-	<u>Satish</u>	09

Present: 44
Absent: 02
Total: 46

Sadham
Invigilator's Signature

Dr. Shashidhar Patil
Valuator's Signature



Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.

Dr. Shashidhar Patil
PRINCIPAL
Karnatak Arts, Sci. & Com. College
BIDAR-585401



K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar

“Department of Commerce”

Date: 08-04-2022

Exam Notice

All the students who have enrolled their names for Add-on Course i.e. **CRM in E-Banking** are hereby informed to attend the annual exam on **18/08/2022** at 10am to 12pm.


HOD

Dr. Shashidhar Patil
Head Dept. of Commerce
Karnatak Arts, Science &
Commerce College, BIDAR-585 401.


Principal

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Karnatak Arts, Sci. & Com. College
BIDAR-585401

Final Exam on Add-on course

For Post Graduates students (M.Com-I & III)

avinashkolar32@gmail.com Switch account

* Required

Email*

Your email

1)According to ____, CRM is an iterative process that turns customer information into positive customer relations.

2 points

a) Ronald S. Swift
Stanley A. Brown
Chris Todman
Gartner Group

2)Although ____ was developed as a Linux program, it is compatible with Windows.

2 points

Telemation
SAP
Oracle
Option 4
People Soft

3)Which of the following options includes relationship management with external stakeholders in the value chain?

2 points

Analytical CRM
eCRM
Collaborative CRM
EAI

4) . In ____, active management and assessment of products and services take place.

2 points

a) Intelligence phase
b) Value creation phase
c) Integration phase
d) Initial phase

5) The ____ of CRM deals with communication between companies and their customers.
(Pick the right option)

2 points

- a) Collaborative feature
- b) Operational feature
- c) Analytical feature
- d) Automation feature

6) . Which one of the following options is the correct benefit of SFA?

2 points

- a) Decreases trading and increases administration
- b) Helps to close agreements slower
- c) Provides real-time visibility into sales
- d) Helps to implement consistent sales processes across departments only

7) Which of the following features of SFA helps to integrate the financial functionality of the back and front office of an organization?

2 points

- a) Contract management
- b) Opportunity management
- c) Asset management
- d) Data quality management

8) Which of the following options is linked to order management?

2 points

- a) Improves financial planning by easily tracking sales pipeline
- b) Maintains audit information automatically
- c) Associates opportunity data records with purchase decisions
- d) Exports and imports account data

9) An efficient synchronization system must: (Choose the false option)

2 points

- a) Support large-scale field implementation
- b) Give flexible support for the server database
- c) Be dependent on the database
- d) Easy to use

10) Which among the following is defined as an ability to track and respond to clients in an individualized manner?

2 points

- a) Personalization
- b) Automation
- c) Inbound management
- d) Outbound management

11) Percentage or number of customers who move from one level to next level in buying decision process is called

2 points

- A. conversion rates
- B. marketing rates
- C. shopping rates
- D. loyalty rates discuss

12) Customized products and services for customers and interaction to individual customers are part of

2 points

- A. retailer's management
- B. customer relationship management
- C. company relationship management
- D. supplier management discuss

13) Company's 'customer relationship capital' is another name of

2 points

- A. satisfied customers
- B. dissatisfied customers
- C. customer retention
- D. customer conversion discuss
- A.satisfied customers

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Karnatak Arts, Science & Commerce College, Bidar



“Department of Commerce (PG)”

Final Exam on 2021-22 Add-on course (Responses)

9/2/2022 10:23:32	aratikatekararatikatekar@gmail.com	10 / 40
9/2/2022 10:26:08	priyankapatil200000@gmail.com	38 / 40
9/2/2022 10:28:32	jadhavsainath599@gmail.com	18 / 40
9/2/2022 10:28:35	mahdevspatil20@gmail.com	20 / 40
9/2/2022 10:29:40	umashri@gmle.com	16 / 40
9/2/2022 10:30:00	satyashrutik@gmail.com	12 / 40
9/2/2022 10:31:19	nikitaeshwari31@gamil.com	20 / 40
9/2/2022 10:32:18	gundukanaji1234@gmail.com	34 / 40
9/2/2022 10:32:40	kiranpatil3324@gmail.com	22 / 40
9/2/2022 10:37:01	patilankita588@gmail.com	30 / 40
9/2/2022 10:38:13	rohiniwaddi@gmail.com	28 / 40
9/2/2022 10:39:17	policepatil@gmail.com185	34 / 40
9/2/2022 10:39:19	basavashree903@gmail.com	18 / 40
9/2/2022 10:53:14	gundukanaji1234@gmail.com	34 / 40
9/2/2022 10:55:00	jadhavsainath599@gmail.com	38 / 40
9/2/2022 10:57:46	basavashree903@gmail.com	34 / 40
9/2/2022 11:03:29	ambikadugani@gmail.com	6 / 40
9/2/2022 11:08:22	sampikamadiwal@gmail.com	26 / 40
9/2/2022 12:13:02	shrutikoste@gmail.com	26 / 40
9/2/2022 12:47:53	jadhavsainath599@gmail.com	38 / 40
9/2/2022 12:59:41	sumalataswamy1234@gimail.com	14 / 40
9/2/2022 13:43:47	nageshwaribuddanoor@gmail.com	28 / 40
9/2/2022 16:30:29	poojanashe@mail.com	28 / 40
9/2/2022 16:54:10	poojadillikar04@gmail.com	24 / 40
9/2/2022 18:19:59	nandinisubhanje@gmail.com	10 / 40
9/2/2022 21:08:53	mallums616@gmail.com	28 / 40
9/3/2022 11:43:41	swamykeerti@gmail.com	28 / 40
9/3/2022 11:58:55	swamykeerti@gmail.com	30 / 40
9/3/2022 12:02:16	swamykeerti@gmail.com	40 / 40
9/3/2022 12:04:35	swamykeerti@gmail.com	40 / 40


Co-ordinator
Certificate Courses
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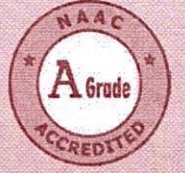


KRE Society's

KARNATAK ARTS, SCIENCE AND COMMERCE COLLEGE, BIDAR

ESTD : 1970

(AFFILIATED TO GULBARGA UNIVERSITY, KALABURAGI)



ADMISSION FORM

Certificate/Value added/Skill Development/Diploma/
Advance Diploma Courses & Tally
IAS/IPS/UGC,CSIR-NET/K-SET Coaching Classes



Name of the Department : COMMERCE Year 2022 - 2023

Name of the Student : SAINATH

Father's Name : VAIJINATH

Mother's Name : GAYABAI

Date of Birth : 17/11/1999 Gender : ☒ Male ☐ Female

Nationality : INDIAN City BIDAR

Address for Correspondence :

NITHUL(B), TG - BHALKI, DIST - BIDAR, 585413

Semester/Class : IInd / M.Com Register No : P04AE21C0010

Contact No : 9901166466 E-Mail ID : Jadhausainath599@gmail.com

Course to be Joined : CRM

Sainath
Signature of the Student

[Signature]
Coordinator

[Signature]
Principal

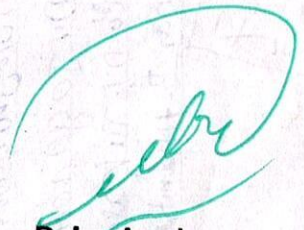
K.R.E Society's
Karnatak Art's Science and Commerce Bidar
Department of Commerce(PG)

Certificate

This is to certify that Priyanka D/o Sangram Mcom IInd sem student has successfully completed Add-On-Course in “**CRM in E-Banking**” at Karnatak Art's Science and Commerce College Bidar.


HOD

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Principal
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Karnataka Arts Sci. & Com College
BIDAR-585401

K.R.E. Society's
Karnatak Arts, Science & Commerce College, Bidar




“Department of Commerce (PG)”

Final Exam on 2021-22 Add-on course (Responses)

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9/2/2022 10:39:17	policepatil@gmail.com185	34 / 40
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