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Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)



B. Tech (Eighth Semester - Regular) Examinations, April - 2025

21BCOPE48022 – Client Relationship Management

(Chemical/CSE/CSE-AIML/CSE-DS/ECE)

Time: 3 hrs

Maximum: 70 Marks

(The figures in the right hand margin indicate marks)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer *ALL* questions

- How do the four principles of principled negotiations contribute to effective conflict resolution?
- What reasons do Fisher and Ury give for why positional bargaining does not tend to produce good agreements?
- How businesses optimize their client relationship management practices? (Mention only points)
- Explain the concept of client relationship management.
- How does implementing a CRM system contribute to increased customer retention and revenue growth?

PART – B

(15 x 4 = 60 Marks)

Answer *all* the questions

Marks

- How does marketing leverage customer value to build brand loyalty and driver revenue? 8
 - What are the different levels of value a consultant can provide to a client? 7

(OR)

 - What are the different levels of consulting engagements, and how do they vary in scope and impact? 8
 - What are the key strategies for developing and maintaining strong consulting relationships? 7
- What are the potential challenges in implementing the four principles of principled negotiation and how can they be overcome? 8
 - What are the most common challenges that consultants face in building effective client relationships, and how can they be overcome? 7

(OR)

 - How does implementing a CRM system specifically impact customer retention and sales growth? 8
 - What is the core purpose of facilitations in a client meeting? 7
- What are the key components of Relationship Management in CRM, and how do they contribute to business success? 8
 - How does CRM software enhance relationship management, and what features are most beneficial? 7

(OR)

 - What are the challenges businesses face in managing client relationships, and how can they overcome them? 8
 - How can businesses measure the success of their relationship management strategies? 7
- What are the key components of Relationship Management? Explain. 15

(OR)

 - What is the role of personalization in CRM? Explain 15

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