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Total Number of Pages: 02

MBA
15MNG404C

4th SEMESTER REGULAR EXAMINATION 2016-17
CUSTOMER RELATIONSHIP MANAGEMENT(CRM)

Branch: MBA

Time: 3 Hours

Max Marks: 100

Q. Code:Z763

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 **Answer the following questions:** (2x 10)

a) **Building and sustaining long-term relationship with customers is the aim of _____**

- i) Customer Relationship Management ii) Customer acquisition
iii) Customer Management iv) Customer Retention

b) **A key CRM technique to encourage existing customers to recommend friends or colleagues to purchase. This is _____**

- i) Referral ii) Up sell
iii) Reactivate iv) Cross-Sell

c) **Customers who are signed up for an online service but who have never used it are described _____**

- i) Active ii) Inactive
ii) Dormant iv) None of the above

d) **E-commerce managers aim to integrate an effective mix of electronics communication to drive traffic to their e-commerce sites. _____ best represents an offline marketing strategy to generate website traffic**

- i) Social media market ii) Digital media channel
iii) TV advertising iv) E-mail marketing

e) **CRM technology can help in _____**

- i) Designing direct marketing effort ii) Developing new pricing model
iii) Processing transactions faster iv) All of the above

f) **Companies have to deliver value from their marketing efforts giving beyond the transaction to build _____.**

- i) Records ii) Relationship
iii) Performance iv) All of the above

g) **_____ supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers.**

- i) Analytical CRM ii) Operational CRM
iii) Structural CRM iv) All of the above

h)

Projecting expected financial returns from different groups of customers is a measure of _____

- i) Life time value of a customer
- ii) Supply chain cost & revenues
- iii) Marketing mix profitability
- iv) Return on investment

i) A company's ability to link production, customer service and other internal processes with its customers is its _____.

- i) Functional bonding
- ii) Structural bonding
- iii) Financial bonding
- iv) Customized bonding

j) A sales strategy of under promising and over delivery is likely to result in _____

- i) Customer exchange
- ii) Relationship approval
- iii) Customer delight
- iv) Upgrading

Q2 Answer briefly the following questions

- a) What do you mean by customer's life time value? (2x10)
- b) List out the factors that can be an obstacle for CRM success to an organization.
- c) Differentiate between transactional marketing and relationship marketing.
- d) What is e- CRM?
- e) Mention some technical benefits of incorporating CRM into an organization.
- f) Differentiate between data warehousing and data mining.
- g) State the prime objective of relationship marketing.
- h) Mention different types of CRM you are acquainted.
- i) How cross selling is different from up selling?
- j) What is customer inertia?

Q3 Enumerate the significance of CRM as a strategic marketing tool. Explain the role of CRM managers in the CRM process. (15)

Q4 Discuss the relationship marketing strategies being pursued by various banks. Design a CRM program for a bank you are acquainted with. (15)

Q5 Outline the elements of CRM. Discuss the CRM process in detail. (15)

Q6 Explain the strategies for customer acquisition and retention. Highlight the implementation issues if any. (15)

Q7 What is the impact of technology on existing CRM solutions? Explain the emerging impact of eCRM on CRM. (15)

Q8 Write short notes on- (any three) (5x3)

- a) Call center Management
- b) Customer profitability segments
- c) Customer Information Database (CID)
- d) Analytical CRM