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Total Number of Pages : 03

MBA
15MNG404C

4th Semester Regular Examination 2017-18
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C310

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

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

- a) _____ supports back office operations and strategic analysis and includes all systems that do not deal directly with the customers.
- (a) Analytical CRM
 - (b) Operational CRM
 - (c) Personalization
 - (d) All the above
- b) CRM allows an organization to accomplish all of the following, except: _____
- (a) Provide better customer service
 - (b) Make call centres more efficient
 - (c) Complicate marketing and sales processes
 - (d) Help sales staff to close deals faster
- c) The method used to assess real cost of providing services to an individual customer is _____
- (a) Cost based accounting
 - (b) Activity based accounting
 - (c) Turnover based accounting
 - (d) Price based accounting
- d) The main drawback of CRM is _____
- (a) Implementing CRM before creating a customer strategy
 - (b) Rolling out CRM before changing the organization to match
 - (c) Stalking, not wooing, customers
 - (d) All of the above
- e) _____ technique can be used to learn more about current and potential customers
- (a) Strategic partnership
 - (b) Customer loyalty
 - (c) Data mining
 - (d) Efficient customer response (ECR)

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

- (a) Functional bonding
- (b) Structural bonding
- (c) Financial bonding
- (d) Customized bonding

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

- (a) Customer exchange
- (b) Relationship approval
- (c) Customer delight
- (d) Upgrading

h) Whole cluster of benefits when company promises to deliver through its market offering is called _____

- (a) value proposition
- (b) customer proposition
- (c) product proposition
- (d) brand proposition

i) Process of managing information about customer's to maximize loyalty is said to be _____

- (a) company relationship management
- (b) supplier management
- (c) retailer
- (d) customer relationship management

j) Banks offer higher interest rates for deposits that will be kept in an account for a longer duration. This is an example of _____ incentives.

- (a) Social bonding
- (b) Structural
- (c) Financial
- (d) Internal

Q2. Answer briefly the following questions :

(2 x 10)

- a) What do you mean by data warehousing?
- b) What is customer information data base?
- c) Differentiate between analytical and operational CRM.
- d) Who are the stakeholders of CRM?
- e) What do you mean by zero customer defections?
- f) State the elements of CRM.
- g) How relationship marketing is different from transactional marketing?
- h) Outline the problems of call centre management.
- i) What is service recovery?
- j) What are the barriers to m-CRM adoption?

Q3. What is strategic CRM? Explain the role of CRM managers in planning and implementing strategic CRM.

(15)

Q4. Discuss the need for data warehousing and data mining and its applications in CRM. **(15)**

210 **Q5.** 210 Explain the phases in developing a CRM strategy using an illustration. 210 **(15)** 210
Discuss the important ways to deploy CRM.

Q6. Outline the strategies for customer acquisition, retention and prevention of defection. Discuss the CRM practices and strategies adopted by a bank you are acquainted with. **(15)**

210 **Q7.** 210 What is the impact of technology on existing CRM solutions? Explain the 210 **(15)** 210
emerging impact of eCRM on CRM.

Q8. Write short notes : (Any THREE) : (5 x 3)
a) Role of interactive technologies in CRM.
b) CRM software packages
c) m-CRM adoption
d) Call centre Management