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Total Number of Pages : 02

MBA  
15MNG404C

4<sup>th</sup> Semester Regular / Back Examination 2018-19  
CUSTOMER RELATIONSHIP MANAGEMENT

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F462

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- Application of CRM does not only refer to keeping customers' data base and adoption of some new technologies. Do you agree? Justify your answer briefly?
- Explain the importance of CRM for a newly opened organized retail chain?
- Define customer relationship management (CRM)?
- Differentiate CRM from e-CRM?
- Discuss regarding the strategic relationship between 'internal customers' and 'external customers' of an organization in the context of CRM?
- What are the key technological challenges, while implementing the CRM strategies?
- What do you mean by analytical CRM?
- "Roles of CRM managers is same as the traditional public relation officers (PRO)". Yes or No? Justify your answer briefly?
- How results of 'expectation analysis' can be used in CRM strategies?
- Give two examples of recent trends of CRM and their importance to the business sustainability?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- "Acquiring new customers is much costlier than retention of current customer". Expand this statement in the context of customer relationship management (CRM)?
- Discuss in detail the customers' behaviour perspective of CRM, focusing on individual behaviour and group behaviour
- Do you think that collecting and maintaining customers' data-base for CRM purposes by various organizations is privacy and security issue for the Indian customers? Justify your answer with managerial, technical, and social dimensions.
- Differentiate 'transactional marketing' from 'relationship marketing' with appropriate examples?
- Explain regarding the traffic building with the CRM network, specifically for an internationally famous cell-phone company marketing its products in India?
- Explain about the opportunities and challenges of implementation of CRM system by any organization in the present Indian scenario?
- What is customer knowledge? How do an organization improve the value of customer knowledge through CRM system?
- What is 'strategic CRM'. Differentiate it from 'operational CRM' with appropriate examples?
- Discuss the CRM road map for business applications along some cases-facts of India?
- What do you mean by call-center management? Discuss its advantages and disadvantages in relation to the effective continuation of CRM system?

