	210	210	210	210		210	210		
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TWO	'art-II and any	y EIGHT from Pa	npulsory, an <u>y</u> Part-III.		(Part-1)	Question No.	iswer	Ar	
		indicate marks.			figures	The			
			art- I						
(2 x 10)			nswer All-10)			Only Short Ans		Q1	
210	and adoption	omers' data base answer briefly?				Application of C of some new tec	a) 210		
210		nized retail chain?	ly opened orga	RM for a ne	tance of	Explain the impo	b)		
			nt (CRM)?			Define customer Differentiate CR	c) d)		
	and 'external	ternal customers'		gic relatior	g the stra	Discuss regardii	e)		
	strategies?	nenting the CRM s				customers' of ar	f)		
	•	•		ical CRM?	an by ana	What do you me	g)		
210	s (PRQ) ₀ . Yes	lic relation officers	traditional pub			"Roles of CRM r or No? Justify y	þ) ₀		
	a	•		nalysis' ca	xpectation	How results of 'e	i)		
	the business	eir importance to	CRM and the	nt trends	les of re	Give two exam sustainability?	j)		
			art- II						
(6 x 8)	•	ver Any Eight out n of current custor	•			•	a)	Q2	
210)?	anagement (CRM)	relationship ma	of custome	the conte	this statement in	a)		
	on individual	of CRM, focusing	ur perspective			Discuss in detail behaviour and g	b)		
		data-base for CF		and maint	t collectin	Do you think the	c)		
	omers? Justify	or the Indian custon nsions.				your answer witl			
	th appropriate	ip marketing' with				Differentiate 'tra	d)		
				010		examples?	210		
210	ifically ² ‡0 an	network, specif	with ² the CRM	c building	g the tra	Explain regardi	e) ⁰		
210	1?	products in India?	ny marketing its	one comp	nous cell-	internationally fa			
210	a? RM system by	s products in India? ementation of CR	ny marketing its llenges of impl enario?	one comp ies and ch nt Indian s	nous celle e opportuin the pre	internationally fa Explain about th any organization	e) f)		
210	a? RM system by	products in India?	ny marketing its llenges of impl enario?	none complies and changed in the change in t	mous celle e opportuing in the pre r knowled	internationally fa Explain about the any organization What is custome			
210	a? RM system by e of customer	s products in India? ementation of CR	ny marketing its llenges of impl enario? n organization	none complies and chair and the chair and chai	nous celle e opportuin the pre r knowled gh CRM s	internationally fa Explain about the any organization. What is customed knowledge throut. What is 'strate.	f)		
210	a? RM system by e of customer h appropriate	s products in India? ementation of CR improve the value	ny marketing its llenges of implenario? n organization it from 'opera	ione comp ies and cl nt Indian s e? How do tem? Differentiat	nous celle e opportu in the pre r knowled gh CRM's ic CRM's	internationally fa Explain about the any organization. What is customed knowledge throut What is 'strate examples?	f) g)		

210		210	210	210	210	210	210	210
		k) l)	Discuss the critical relationship organization is operating Explain step-by-step produced in the control of the	ps can addrog g nation-wide? cocess of build	ess the diversity	of Indian cu	stomers, if an	
210		210	Indian business scenari	210	210	210	210	210
					Part-III			
			Only Long Answer Ty	pe Questions	(Answer Any Two	out of Four)		
	Q3 What do you mean by data mining and data warehousing? Explain the important these two functions/activities of organizations in formulating the CRM strategies?							
210	Q4 Explain various models of CRM with their applicability? Describe the pros and cons these models?							
	Q5	a) b)	Write short notes on : Customers' life time val CRM software package					(16)
210	Q6	210	Suppose a food process as it had no ideas regard half-processed spice go the company are that ideas of customers' pur strategies, the company two problems will be so to the above said company to the source of the	arding Odisha bods with the e it is ignorant o chase patterns is intended to lved. As a rese	market. It is trying xisting marketers of customers' test is So, after entering maintain such stra	to compete all of Odisha. But the and preference of the Odisha ategies of CRM	ong its famous ne problems for and it has no with its present that the above	(16) 210
210		210	210	210	210	210	210	210
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