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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)

- a) 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?
- b) Explain the importance of CRM for a newly opened organized retail chain?
- c) Define customer relationship management (CRM)?
- d) Differentiate CRM from e-CRM?
- e) Discuss regarding the strategic relationship between 'internal customers' and 'external customers' of an organization in the context of CRM?
- f) What are the key technological challenges, while implementing the CRM strategies?
- g) What do you mean by analytical CRM?
- h) "Roles of CRM managers is same as the traditional public relation officers (PRO)". Yes or No? Justify your answer briefly?
- i) How results of 'expectation analysis' can be used in CRM strategies?
- j) 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)

- a) "Acquiring new customers is much costlier than retention of current customer". Expand this statement in the context of customer relationship management (CRM)?
- b) Discuss in detail the customers' behaviour perspective of CRM, focusing on individual behaviour and group behaviour
- c) 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.
- d) Differentiate 'transactional marketing' from 'relationship marketing' with appropriate examples?
- e) Explain regarding the traffic building with the CRM network, specifically for an internationally famous cell-phone company marketing its products in India?
- f) Explain about the opportunities and challenges of implementation of CRM system by any organization in the present Indian scenario?
- g) What is customer knowledge? How do an organization improve the value of customer knowledge through CRM system?
- h) What is 'strategic CRM'. Differentiate it from 'operational CRM' with appropriate examples?
- i) Discuss the CRM road map for business applications along some cases-facts of India?
- j) What do you mean by call-center management? Discuss its advantages and disadvantages in relation to the effective continuation of CRM system?

- k) Discuss the critical relationships of CRM system with its all possible stake holders. How these relationships can address the diversity of Indian customers, if an organization is operating nation-wide?
- l) Explain step-by-step process of building CRM for a start-up business in the present Indian business scenario?

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3 What do you mean by data mining and data warehousing? Explain the importance of these two functions/activities of organizations in formulating the CRM strategies? **(16)**
- Q4 Explain various models of CRM with their applicability? Describe the pros and cons of these models? **(16)**
- Q5 **Write short notes on :** **(16)**
  - a) Customers' life time value
  - b) CRM software packages
- Q6 Suppose a food processing company operating nationally is trying to enter Odisha now as it had no ideas regarding Odisha market. It is trying to compete along its famous half-processed spice goods with the existing marketers of Odisha. But the problems for the company are that it is ignorant of customers' test and preference and it has no ideas of customers' purchase patterns. So, after entering to the Odisha with its present strategies, the company is intended to maintain such strategies of CRM that the above two problems will be solved. As a research consultant, suggests some CRM strategies to the above said company? **(16)**