

Code No: MB163E/R16

MBA III Semester Regular/Supplementary Examinations, Nov/Dec-2019

CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. | a | Define CRM? Explain in brief the elements of CRM. | 6M |
| | b | Discuss in brief the advantages of CRM. | 6M |
| 2. | a | Explain in detail the nature and contents of CRM Strategy. | 6M |
| | b | Discuss about the dynamics of Relationships. | 6M |
| 3. | a | What is Customer Knowledge? Explain the value of Customer Knowledge. | 6M |
| | b | Explain how channels influence on pricing and the formation of relations? | 6M |
| 4. | a | Write about the concept of Customer Loyalty? | 6M |
| | b | Explain briefly the effect of Marketing activities in developing CRM. | 6M |
| 5. | a | Write about the call center management and its role in CRM. | 6M |
| | b | What are the best CRM implementation strategies? Discuss. | 6M |
| 6. | a | Explain the steps involved in developing a CRM strategy. | 6M |
| | b | How do you handle disappointed customers? Explain with relevant examples. | 6M |
| 7. | a | Explain the role of social media in CRM? | 6M |
| | b | Discuss about the best CRM implementation strategies? | 6M |
| 8. | | CASE STUDY | 12 M |
| | | Dabur launched real-fruit juices in around 47 towns and cities across the Nation. It introduced three variants- Orange, Mango and Pineapple in elopack (special pack imported from Norway). The shelf life in this kind of packaging is around six months and the fruit juices have no preservatives. The prices ranged from Rs. 90/- to Rs. 100/- for a 500ml carton depending on the variant. A glass of juice costs around Rs.50/-. the fruit juice market is made of three categories- fruit drink (Frooti, Jumpin, etc) which has around 15-20% fruit content; nectar which has about 40-60% fruit content and the juice category which has around 80-100% fruit content(Real). All these sub-categories in the juice market compete with aerated soft-drinks. These fruit-based brands are attempting to create a market. Frooti came out with the larger "Yo-Yo" version for teenagers. | |
| | | Question: | |
| | | 1. Dabur is a brand which is positioned on health aspects. Given this situation, what concepts of customer retention strategies will you use for developing the market for a brand like Real? | |
