

Code No: MB163E/R16

MBA III Semester Regular Examinations, Nov-2017

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 the formation process of the CRM. | 6M |
| b | How does globalization affect the CRM? | 6M |
| 2. a | What is CRM strategy? Explain the contents of CRM strategy. | 6M |
| b | How the CRM is used as an integrated business strategy? | 6M |
| 3. a | What is customer knowledge? How do you improve the value of customer knowledge? | 6M |
| b | Explain the scope of CRM in now a days marketing function. | 6M |
| 4. a | Explain about evolution of relationship management? | 6M |
| b | Discuss about the steps to build a customer acquisition strategy? | 6M |
| 5. a | Discuss about the implementation issues of CRM? | 6M |
| b | Discuss the relationship policy to improve size, quality and relationship with the customer base. | 6M |
| 6. a | What are the different stages in the development of a customer relationship? | 6M |
| b | What are the ethics to be followed in managing customer relations? | 6M |
| 7. a | Discuss about the steps in developing a CRM Strategy? | 6M |
| b | Describe about the traffic building with the CRM network. | 6M |
| 8. | Case Study: | 12M |

Sri Ram Tech CRM wishes to offer a full suite of customer relationship management software specially made for public transport organizations dealing directly with travelers. They are aimed at increasing revenue, travel, customer satisfaction and operational efficiency. State and explain the top five CRM modules which are essential to be implemented by Sri Ram Tech CRM.

