



Code: 9E00305d

MBA III Semester Supplementary Examinations July 2015

CUSTOMER RELATIONSHIP MANAGEMENT

(For students admitted in 2011, 2012 and 2013 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 (a) Explain the history and significance of CRM in India.
(b) Write a detailed note on 'Dynamics of CRM'.
- 2 (a) What precautions do you suggest in achieving customer service?
(b) Write an essay on 'Customer Satisfaction Index'.
- 3 (a) What do you mean by sales force automation?
(b) Elaborate the advantages of sales force automation.
- 4 (a) What do you mean by market space?
(b) Write a comparative note on Siebel and people soft packages for CRM.
- 5 (a) What are the advantages of planning a CRM programme?
(b) Briefly explain major steps in CRM project.
- 6 (a) Explain the role and significance of technology in the success of CRM.
(b) Discuss the important bottlenecks to CRM.
- 7 (a) Discuss the importance of quality in CRM.
(b) What are the fundamentals of an effective CRM system?
- 8 (a) Explain the ethical issues to be followed in implementing CRM.
(b) What are the remedy measures do you suggest in overcoming bottlenecks in CRM?

