Code: 14E00309

MBA III Semester Regular Examinations January 2016
CUSTOMER RELATIONSHIP MANAGEMENT
(For students admitted in 2014 only)

Time: 3 hours   Max. Marks: 60

All questions carry equal marks
*****

SECTION – A
Answer the following: (05 X 10 = 50 Marks)

1   Define CRM. What are the precautions to take in building customer relationship?
OR
2   Evaluate CRM, How to satisfy the customers with help of CRM in today's competitive world.

3   Discuss customer retention and sales force automation.
OR
4   How technological tools helps in CRM? Discuss.

5   Discuss benefits and barriers to CRM.
OR
6   Discuss operational issues in implementing CRM.

7   Discuss quality management in CRM.
OR
8   How to design an effective relationship management system?

9   Discuss ethics in CRM.
OR
10   Write a short note on future of CRM.

SECTION – B

(Compulsory Question)   01 X 10 = 10 Marks

11   **Case study:**
ABC company has encountered difficulty over the last few years in filling its middle management positions. The company, which manufactures and sells complex machinery, is organized into six semi-autonomous manufacturing departments. Top management believes that it is necessary for these departmental managers to know the product lines and the manufacturing process, because many managerial decisions must be made at that level. Therefore, the company originally recruited employees from within. However, they soon found that employees elevated to the middle management level often lack the skills necessary to discharge their new duties. A decision then was made to recruit from outside, particularly from educational institutes with good industrial management programmes. Through the services of a professional recruiters, the company was provided with a pool of well-qualified management graduates. Some of them were hired and placed in lower management positions as preparation for advancement to the middle management jobs. They all left the company, however, within two years of their recruitment. Management reverted to its former policy of promoting employees from within and experienced middle-management positions, the company decided to call in a consultant who could suggest solutions.
Questions:
(a) What is the problem of recruiting in the company?
(b) If you were the consultant, what would you recommend?