

Code No. 9119

FACULTY OF MANAGEMENT**MBA IV – Semester Examination, May/June 2017****Subject: Customer Relationship Management****Course No. 4.6.3 (Marketing)****Elective – VI (Minor – II Area)****Time: 3 Hours****Max. Marks: 80****Note: Answer all the questions.****PART – A (10x2 = 20 Marks)**
[Short Answer Type]**1 Write short notes on following at one place only.**

- a) Define CRM
- b) Significance of CRM
- c) Customer Retention
- d) CRM and Customer Loyalty
- e) Customer centricity
- f) Commercial tools for CRM
- g) IT enabled CRM
- h) Customer satisfaction
- i) Customer Lifetime value
- j) Customer profitability

PART – B (5x12 = 60 Marks)
[Essay Answer Type]**Note: Answer all questions using internal choice.**

- 2 a) Discuss in depth the types of CRM.
OR
b) Discuss CRM and relationship marketing.
- 3 a) "Customers are value maximisers and risk minimisers". Comment with examples.
OR
b) How will you segment the customers using Customer Lifetime Value? Explain with examples.
- 4 a) What are the steps included in planning for CRM? Discuss.
OR
b) Explain the role of data warehousing and data mining in CRM.
- 5 a) Discuss sales force automation with suitable examples.
OR
b) Explain the role of CRM in service sector and consumer market.
- 6 a) Discuss the CRM implementing issues.
OR
b) How do you measure the performance of CRM? Discuss.
