

FACULTY OF MANAGEMENT**M.B.A. I – Semester (CBCS) Examination, May / June 2018****Subject : Customer Relationship Management****Paper – MB 105
Generic Elective - II****Time : 3 hours****Max. Marks : 80****PART – A (5 x 4 = 20 Marks)**
(Short Answer Type)

- 1 Types of CRM
- 2 Customer Loyalty
- 3 Customer Strategy Grid
- 4 CRM in Manufacturing sector
- 5 IT tools in CRM

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What do you understand by CRM? Briefly write about various advantages of CRM.
OR
b) What are the recent trends with regard to CRM in India?
- 7 a) Explain in detail about customer retention strategies.
OR
b) Outline the measurements available to identify customer satisfaction.
- 8 a) Examine the process involved in CRM strategy development.
OR
b) What is meant by CRM plan? What are the elements involved in it?
- 9 a) Evaluate the need and importance of CRM in service sector.
OR
b) What is a consumer market? Is there any need for CRM practices in Consumer Market? Give reasons.
- 10 a) What are the problems involved in implementation of CRM practices?
OR
b) Examine the process involved in measuring CRM performance.
