

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2015 to 2017) (Sem.-4)
CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code : MBA-910

M.Code : 71384

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt ANY FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt ANY ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

Write briefly :

- 1) Define Customer Relationship Management (CRM).
- 2) What do you mean by value chain?
- 3) What is data mining?
- 4) Define service quality.
- 5) What is meant by spot sell?
- 6) What do you mean by paradox of technological progress?

SECTION-B

UNIT-I

- 7) a) Highlight the need and importance of Customer Relationship Management (CRM) in organisations with suitable illustrations.
b) Write a note on conceptual framework of Customer Relationship Management (CRM).
- 8) Highlight the challenges and barriers to successful implementation of Customer Relationship Management (CRM) practices in organisations. Elaborate with suitable illustrations.

UNIT-II

- 9) a) What factors should be kept in mind while developing sales strategy? Elaborate.
b) Outline importance of sales force communication.
- 10) a) Outline importance of sales force automation technology, with examples.
b) Highlight relationship between customer loyalty and profitability, with illustrations.

UNIT-III

- 11) Explain salient features of various models of customer management, with illustrations.
- 12) a) Identify various customer requirements for an effective CRM, with examples.
b) Outline concept of share of wallet, with illustrations.

UNIT-IV

- 13) Highlight various tactical and strategic applications of Customer Relationship Management (CRM) with examples.
- 14) Recommend various ways to measure customer relationship. Give illustrations in support of your answer.

SECTION-C

- 15) **Read the Case “NISCO” and Attempt the Questions Based upon it :**

“NISCO”

An international grocery retailer, NISCO, became known for a unique concept customer service through employee satisfaction. The world retail industry has been going through challenging times as it tried to cope with customer requirements and expectations which were higher by the day. Many retailers which adopt the everyday low pricing approach are looking at different ways to retain their customers. NISCO has developed a unique CRM strategy wherein their focus is on using “customer service through a motivated workforce” as its unique selling proposition in a market where retailer giants are in the fray. It now plans to enter into Indian markets.

- a) Critically examine the significance of customer service for ensuring successful CRM. (2)
- b) Analyse the link between motivated employees and customer relationship Management. (2)
- c) Recommend suitable CRM practices for NISCO to ensure its success in India (4)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.