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M. B. A. (Third Semester) Examination, Nov.-Dec. 2021

(New Scheme)
(Management Branch)
(Specialization : Marketing Management)

CUSTOMER RELATIONSHIP MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt any two parts from each section. Each part carries equal 8 marks.

Section-A

1. (a) Define Customer Relationship Management (CRM). Differentiate between Operational and Analytical CRM.

(b) 'Losing a customer is fatal to the marketing concept of buisnes.' What strategies would you recommend to prevent customer loss?

(c) Enumerate some of the prevalent techniques for managing relationship with customers.

Section-B

2. (a) How should marketers plan for managing the customers through the life cycle?

(b) What do you understnd by service quality? Highlight the ways to measure it.

(c) Write short notes on the following :

(i) e-CRM

(ii) Customer Knowledge Management

(iii) Customer Equity

(iv) Customer Profiling

Section-C

3. (a) How do marketers create and enhance customer value?

(b) What are the various parameters affecting customer satisfaction and how can CRM help in customer satisfaction?

(c) Elaborate Cross-selling and Up-selling in CRM.

Section-D

4. (a) Explain customer satisfaction index and Kano model of measuring customer satisfaction.

(b) What is employee customer linkage? Explain it with the help of diagrams and examples.

(c) Discuss the significance of customer contact strategies in effective CRM.

Section-E

5. (a) How do you see future shape and form of Customer Relationship Management practices in Hospitality Industry?

(b) 'To achieve greater chances of customer satisfaction, building-up higher customer expecting should be avoided.' Analyse the statement in the light of

customer expectation, customer perception and customer satisfaction.

(c) Explain knowledge, standards and delivery GAP in GAP model.