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M. B. A. (Third Semester) Examination,

April-May 2020 / NOV-DEC 2020

(New Scheme)

(Management Branch)

(Specialization : Marketing Management)

CUSTOMER RELATIONSHIP MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Answer any five questions (12 marks each)
from Section-A and Section-B compulsory.***

Section-A

1. Illustrate this statement “If a business is able to handle its customer relationships efficiently today; it’ll be very successful tomorrow.”

12

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2. Explain two different models of CRM. 12
3. Write a note on CRM strategy and planning process. 12
4. Discuss the ways how effective customer communication can be established and maintained? 12
5. Write short notes on : 12
 - (a) Determinants of Service quality
 - (b) Retention and Cross selling
6. Explain the process of measuring performance of CRM with suitable example. 12
7. CRM serves as a key for Customer acquisition. Explain the economies of CRM. 12

Section-B 20

Case Study

CRM at ICICI involves increased communication between the virtual universal bank and its customers and prospects, as well as with the group itself. The underlying idea is to enhance every instance of contact

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with the customer. ICICI believed that a true customer centric relationship can only be accomplished by considering the unique perspectives of every single customer of the organization. Hence the pressing need to put in place a technology enabled CRM solution.

Questions :

- (i) How one-to-one marketing can be adopted?
- (ii) Give steps in increasing Enterprise CRM.