

YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY, FARIDABAD

MBA Examination, MAY 2018

CUSTOMER RELATIONSHIP MANAGEMENT (MBA/M214)

Time: 3 Hours

Max. Marks:60

Note: It is compulsory to answer the questions of Part -1. Limit your answers within 20-40 word in this part.

Answer any four questions from Part -2 in detail.

Different parts of the same question are to be attempted adjacent to each other.

PART -1

- Q1 (a) Concept of CRM. (2)
(b) What is CRM architecture. (2)
(c) Importance of customer service and support in an organization. (2)
(d) What is lead management? (2)
(e) What are the important points to be considered while maintaining customer database? (2)
(f) Difference between data warehouse and data mining (2)
(g) What are the pre- requisites of maintaining a CRM project in an organization (2)
(h) Why do we need CRM in an organization? (2)
(i) What is CRM Audit? (2)
(j) Write importance of ethics in using customer database. (2)

PART -2

- Q2 (a) 'Maintaining old customers is always better than having a new one '. Do you agree with the said statement? Justify. (5)
(b) 'CRM is incomplete without customer value management', why? (5)
- Q3 Write short notes on:
(a) E-CRM (5)
(b) Relationship building strategies in CRM (5)
- Q4 What is analytical CRM? Explain different methods of analyzing the customer's data. (10)
- Q5 CRM implementation is important in every organization? Explain the points to be kept in mind for successful CRM implementation. (10)
- Q6 Explain
(a) Need of preparing CRM budget for effective CRM implementation (5)
(b) Concept of risk assessment of CRM (5)
- Q7 'CRM is having strategic importance at the time of making strategies for the firm' How CRM helps in campaign management , explain in light of the above said statement. (10)