

Roll No.

Total Pages : 2

243305

May, 2019

MBA 3rd Semester (Reappear)

Customer Relationship Management (MBA/MM213)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. Explain :

- (a) Concept of Customer Relationship Management. (1.5)
- (b) CRM Architecture. (1.5)
- (c) Strategic importance of CRM. (1.5)
- (d) Collaborative CRM. (1.5)
- (e) Concept of up-selling CRM. (1.5)
- (f) Role of employee engagement in CRM project. (1.5)
- (g) Ways to guard CRM failures. (1.5)
- (h) Importance of relationship building strategies in CRM. (1.5)

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- (i) Role of market segmentation in CRM. (1.5)
(j) Emerging trends for operations. (1.5)

PART-B

2. What are the different stages for evolution of CRM? Explain the role of customer value management in CRM. (15)
3. What are the various ways through which data is managed to analyze CRM? Explain types of data analysis. (15)
4. Elaborate the concept of operational CRM. What are the various methods to make operational CRM effective? (15)
5. How CRM can be implemented successfully? What key issues are to be considered to make CRM implementation effective? (15)
6. Write short notes on :
(a) E-CRM. (7.5)
(b) Customer Value Management (CVM). (7.5)
7. Explain :
(a) Risk assessment of CRM. (7.5)
(b) CRM Budget. (7.5)
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