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Total Pages : 3

**343306**

**December, 2019**

**MBA - III SEMESTER**

**Customer Relationship Management (MB/MM 213)**

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.*
4. *Write the short note on parts of question one.*

**PART - A**

1. (a) Goals of CRM (1.5)
- (b) Name the approaches of CRM. (1.5)
- (c) e-CRM (1.5)
- (d) Loyalty programs (1.5)
- (e) Lead Management (1.5)

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- (f) CRM budget (1.5)
- (g) CRM audit (1.5)
- (h) Up selling (1.5)
- (i) Cross selling (1.5)
- (j) Collaborative CRM (1.5)

**PART - B**

- 2. (a) What are the types of customer relationship management? (10)
- (b) Discuss the concept of Customer Lifetime Value. (5)
  
- 3. (a) Comment "There pros and cons of using the services of ASP". (7.5)
- (b) Describe the functions of call centers in managing the relations with the customers. (7.5)
  
- 4. What are the various components of operational CRM: Discuss in detail. (15)
  
- 5. (a) Compare CRM with business intelligence. (7.5)
- (b) Write a note on Key Account Management. (7.5)

- 6. (a) Discuss the employee engagement on CRM project. (7.5)
- (b) What are the measures that can be taken to guard against CRM? (7.5)
  
- 7. Explain how back end office works? What are the techniques that can be used for the analysis of data in CRM? (15)