

Roll No.

12645

**MBA 2 Yr. 3rd Semester New Scheme
2019-20**

Examination – March, 2021

CUSTOMER RELATIONSHIP MANAGEMENT

Paper : 20IMG23GM2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A is compulsory. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. Write short notes on the following :

- (a) Types of CRM
- (b) Goals of CRM
- (c) Contact Management
- (d) Role of Market Segmentation in CRM

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- (e) Data Mining
- (f) Click Stream Analysis
- (g) How to assess CRM Readiness ?
- (h) Factors in CRM Budget Planning

SECTION – B

UNIT – I

2. Define CRM. Describe the evolution of CRM in detail. What is the strategic importance of CRM for an organization ?
3. What is CRM architecture ? What are different components of CRM architecture ? Explain in detail.

UNIT – II

4. What is the role of call centres in CRM ? What functions are carried by call centres ? What are the problems of call centre management ?
5. How sales force automation is implemented in an organization ? What are the advantages of SFA ? What challenges organizations face while implementing SFA ?

UNIT – III

6. What is the importance of customer data in CRM ? What are various ethical and legal provisions for data usage in CRM ?

7. What is the role of data warehousing and data mining in analytical CRM ? Explain various types of data analytic tools and techniques used in CRM.

UNIT – IV

8. How CRM audit is conducted in an organization ? Explain its process in detail.
9. What is CRM project management ? How CRM performance monitoring system is implemented and what are its benefits ?