

Roll No. ....

**56089**

**MBA 2 Year 4th Semester (Old) 2011-13  
Examination – December, 2018**

**CUSTOMER RELATIONSHIP MANAGEMENT**

Paper : MBA-421

*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 : Attempt **compulsory** question No. 1 from Section -- A and **four** questions from Section -- B (**one** question from each unit). All questions carry equal marks.*

**SECTION – A**

1. (a) What is meant by customer retention ?
- (b) What is operational CRM ?

- (c) What is data warehousing ?
- (d) Differentiate analytical CRM with operational CRM.
- (e) State the roles of a CRM manager.
- (f) What CRM can offer to the firm ?
- (g) Differentiate e-CRM and CRM.
- (h) What is meant data mining ?

### **SECTION – B**

#### **UNIT – I**

- 2. (a) Explain the important ways and the advantages and disadvantages of deploying CRM.
- (b) Explain the phases in developing a CRM strategy using an illustration.
- 3. Explain the types of customer relationship management as used by various organizations.

#### **UNIT – II**

- 4. Explain all the Sales Force Automation functionalities in detail. How the traditional distribution channels structure support customer relationship.

- 5. Describe the functionality and implementation of call centre in managing customer relationship management.

#### **UNIT – III**

- 6. Explain the advantages of data warehousing. How data warehousing help in customer relationship management ?
- 7. "Collaborative CRM facilitates interactions with customers through all channels like personal, letter, fax, phone, web, e-mail and supports co-ordination of employee teams and channels. It is a solution that brings people, processes and data together so companies can better serve and retain their customers". Explain the statement.

#### **UNIT – IV**

- 8. What do you understand by the term CRM Audit ? Discuss the objectives and scope of CRM Audit.
- 9. Discuss the steps to be followed before implementing CRM. Explain the role of IT staff and integration experts as team members for implementing CRM.