Q.P. Code : 19180

[Time: 2½ Hours]   [Marks: 75]

Please check whether you have got the right question paper.

N.B:
1. All questions are compulsory subject to internal choice.
2. Figures to the right indicate full marks.
3. Attempt any **two questions out of three**.

Q.1 Attempt **any two** questions:
a. Explain in detail the benefits of Customer Relationship Management to the organization. **(7.5)**
b. Elaborate on brand building through relationship marketing. **(7.5)**
c. Discuss the different growth stages of customer relationship. **(7.5)**

Q.2 Attempt **any two** questions:
a. How is cross selling and up-selling used in CRM?
b. Describe the various data quality issues. **(7.5)**
c. Explain the concept of cyber agent. Discuss workforce management. **(7.5)**
(7.5)

Q.3 Attempt **any two** questions:
a. Explain the basic measures for CRM evaluation.
b. Elaborate on company profit chain. **(7.5)**
c. "Sales territory management and knowledge management are two important tools in CRM **(7.5)**
planning and implementation." – comment **(7.5)**

Q.4 Attempt **any two** questions:
a. Discuss the recent trends in CRM with appropriate examples.
b. List down the privacy issues related to E-CRM. **(7.5)**
c. Elaborate on any two software applications for customer service. **(7.5)**
(7.5)

Q.5 <u>Case Study:</u>
Zara has developed effective relationship with its customers. What is impressive about Zara is its ability to have dedicated and loyal customer base despite lack of advertising. Using CRM software, Zara is able to collect information about sales, popular products and produce new collection quickly as per the latest trends preferred by its customers. This results in quick output in limited edition making their products more exclusive & desirable.

Zara is a fantastic example of CRM data used effectively in order to improve the brand and keep up with the latest preferences of their customers therefore boosting sales, brand awareness and profits.

a) State and explain the CRM strategies adopted by Zara.
b) Explain how to use Personalisation as an effective Strategy in CRM implementation. **(7.5)**
(7.5)

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