

TU BMS (Y) / CRM / 100

Q.P. Code : 747002

( 2½ Hours)

[ Total Marks : 75

**N.B. :** (1) All question are **compulsory** subject to **internal choice**.  
(2) **Figures** to the **right** indicate **full marks**.

1. Attempt **any two** questions :
  - (a) Define CRM and explain its components in detail. 7.5
  - (b) Explain service level agreement in detail. 7.5
  - (c) "An organization can perform brand building using relationship marketing". Comment. 7.5
  
2. Attempt **any two** questions : 15
  - (a) Discuss cross selling and up selling giving suitable examples. 7.5
  - (b) Write short note on : 7.5
    - (i) Cyber Agent
    - (ii) Workforce Management
  - (c) What is Data Management? Discuss different types of Data. 7.5
  
3. Attempt **any two** questions : 15
  - (a) State and explain the steps involved in implementation of CRM. 7.5
  - (b) What is customer value? Explain Sales Force Automation with suitable examples. 7.5
  - (c) Explain the 3E measures of CRM evaluation. 7.5
  
4. Attempt **any two** questions : 15
  - (a) How social networking will help to maintain better relations with customers in an organization? 7.5
  - (b) Explain inbound and outbound communication management. 7.5
  - (c) Elaborate on the recent trends in CRM. 7.5

TURN OVER

5. Case Study :

15

Even when SAMSUNG was the most preferred brand for smart-phones, over a passage of time several other brands captured the market and it became difficult for the company to retain their customers as most of their customers switched to other brands. The marketing team identified that the root cause of the customer brand switching was the add on features and application provided by the competitions.

To overcome the problem SAMSUNG added several features, created more customer value, launched "Application Contest" where the customers who downloaded the applications maximum number of times in their smart phone would be gifted a SAMSUNG smart phone. These efforts helped SAMSUNG to acquire new customers and retain the existing ones.

**Questions :**

- (a) Discuss the CRM concept used in this case. 7.5
- (b) Explain how customer profit chain can be beneficial to SAMSUNG. 7.5

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