

RUPESH

Q.P. Code : 19181

[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 service level agreements in detail. (7.5)
- b. Discuss the evolution of CRM. (7.5)
- c. Explain customer profitability segments. (7.5)

Q.2 Attempt any two questions:

- a. What is call routing? Explain various types of routing? (7.5)
- b. What are various customer retention strategies? (7.5)
- c. Explain various types of data analysis. (7.5)

Q.3 Attempt any two questions:

- a. Explain the Customer Value Management (CVM) framework. (7.5)
- b. How SFA helps in CRM planning? (7.5)
- c. Explain the CRM strategy cycle. (7.5)

Q.4 Attempt any two questions:

- a. Explain inbound and outbound communication management. (7.5)
- b. Discuss ethical issues in CRM. (7.5)
- c. Explain advantages and disadvantages of mobile CRM. (7.5)

Q.5 Case Study:

Café Coffee Day (CCD) is the India's largest coffee serving conglomerate that has presence worldwide. Although there are many café service providers such as Starbucks, Costa, Café Mocha etc., CCD successfully holds the largest market share among all. This is primarily because CCD provides tangibility to its services through nice ambience, elegant lighting and good seating.

To achieve a high level of customer satisfaction, the CRM Strategy of CCD focuses on mainly five factors which are as follows:

- Ambience
- Quality
- Menu
- Location
- Price

- a) How does CCD provide tangibility to its services explain basis your observation at CCD. (7.5)
- b) Explain the CRM strategies adopted by CCD basis the five factors mentioned in the case. (7.5)
