

Paper / Subject Code: 46013 / Marketing: Customer Relationship Management

Duration – Two and a half hours

Marks – 75

NOTE- 1) All the questions are compulsory subject to internal choice.

2) Figures to the right indicate full marks.

Q.1(A) Multiple choice questions:(any 8)

(8 marks)

1. _____ is a component of CRM.

i)people ii)technology iii) information iv) all of the above

2. Calls from customers regarding their queries ,problems and suggestions are _____ calls.

i)inbound ii)outbound iii)directional iv)horizontal

3. Offering a greater quantity for a slightly higher price is an example of _____.

i) cross selling ii) upselling iii) personalization iv) bancassurance

4. _____ exists when perception > expectation.

i) customer satisfaction ii)customer dissatisfaction iii) customer delight iv)customer engagement

5. _____ is a central point in an enterprise from which all customer contacts are maintained such as e-mails, newsletters, chats etc.

i) call centre ii) contact centre iii) customer care centre iv) development centre

6. _____ is a method of recommending products or services to visitors on websites.

i)clickstream analysis ii) online analytical process iii) collaborative filtering iv) traffic analysis

7. The process of forecasting contact centre workloads and then scheduling agents to handle the workload is known as _____.

i) CRM ii)call scripting iii)workforce management iv) relationship marketing management.

8. _____ is a business statement that summarizes why a customer should buy a particular product.

i) customer value proposition ii) customer lifetime value iii) customer care value iv) company profit chain

9. ERP stands for _____.

i) employee resource planning ii)employee relationship planning iii) entrepreneur resource planning iv) enterprise resource planning

10. Company 3E measure does not include _____.

i) effectiveness ii) endurance iii) employee change iv) efficiency

B) state whether the statements are true or false:(any 7)

(7 marks)

1. Customer relationship agreement is a contract between a service provider and the end user that defines the level of service expected from the service provider.

2. Personalization consists of tailoring a service or product to accommodate specific individual needs.

3. Customer engagement is not a customer retention strategy.

4. Data reporting is a written script that has correct wordings and assist an agent in handling a contact.

5. Event based marketing is also known as trigger marketing.

6. Data profiling helps to plan and get qualitative information.

7. Customer lifetime value(CLV) is the result of cumulative net returns received over the lifetime of customers.

8. Customer retention is the first step in CRM strategy cycle.
9. Service quality gap indicates the difference between the service expected by customers and the service they actually receive.
10. Sales force automation involves converting manual sales activities to electronic processes through the use of various combinations of hardware and software applications.

Q.II

- a) Define CRM. Explain the different profitability segments (8 Marks)
- b) Write a note on service level agreement (7 Marks)

OR

- a) What is relationship marketing management? Explain various relationship development strategies. (8 Marks)
- b) Briefly explain the different barriers in implementing effective CRM. (7 Marks)

Q.III

- a) Explain the different types of data. *Transaction or history* (8 Marks)
- b) What is call routing? Explain the different types of routing techniques. (7 Marks)

OR

- a) Discuss the customer profitability and value modelling. (8 Marks)
- b) Explain the concepts of event based marketing and web based self service. (7 marks)

Q.IV

- A) Explain the concept of knowledge management. (8 Marks)
- B) Explain B2B and sales in CRM. (7 Marks)

OR

- C) Describe the steps involved in implementation of CRM. (8 Marks)
- D) Discuss the objectives of CRM strategy. (7 Marks)

Q.V

A) Discuss the privacy issues in CRM and the solution for the same. (8 Marks)

B) Aakash LTD was the oldest financial service organization in Bhopal. Over the years there was rapid increase in the customer base. However it was still using traditional marketing tools like word of mouth publicity and the communication channels were not very effective. The organization was facing difficulty in maintaining customer database and managing relationships with customers. Although the marketing team of the organization left no stone unturned for persuading customers by providing them huge discounts on products and services but it was not fruitful. This resulted in huge loss.

As a consultant suggest remedial measures to rectify the situation. (7Marks)

OR

C) Write short notes on (any 3) (15 Marks)

1. Mobile CRM
2. E-mail response management system
3. Levels of E-CRM
4. CRM challenges
5. social networking and CRM