Code: 9E00305d

MBA III Semester Regular & Supplementary Examinations January 2015

CUSTOMER RELATIONSHIP MANAGEMENT

(For students admitted in 2011, 2012 & 2013 only)

Time: 3 hours   Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks
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1   (a)   What do you mean by customer acquisition?
    (b)   Write a note on the evolution of CRM in India.
    (c)   Write the economics of CRM.

2   (a)   What do you mean by the term target marketing?
    (b)   How do you measure customer satisfaction?

3   (a)   Elaborate the advantages of sales force automation.
    (b)   What strategies do you suggest in developing customer base?

4   (a)   What are the components of CRM solutions?
    (b)   Bring out comparison between Siebel and Oracle software for CRM.

5   Write a detailed note on managing an effective CRM project.

6   (a)   What is the role of technology in CRM?
    (b)   What are the technological benefits in implementing CRM?

7   (a)   Discuss the significance of quality in CRM.
    (b)   Explain the types of strategies involved in relationship management.

8   (a)   Identify the bottlenecks in implementing CRM.
    (b)   Give your suggestions to overcome the blocks.

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