

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-I : CUSTOMER RELATIONSHIP MANAGEMENT (MARKETING MANAGEMENT)

Day: Monday
Date: 22/04/2019

S-2019-1966

Time: 02.00 PM TO 05.00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - I

- Q.1) Answer the following: (15 Marks X 1 = 15 Marks)
How Relationship Marketing is different from Traditional Marketing?
- Q.2) Answer the following: (15 Marks X 1 = 15 Marks)
What is analytical and operational CRM?
- Q.3) Answer the following: (15 Marks X 1 = 15 Marks)
Prepare detail plan to implement CRM in educational sector?
- Q.4) Answer the following: (15 Marks X 1 = 15 Marks)
State and explain recent trends in e-CRM?
- Q.5) Answer the following: (15 Marks X 1 = 15 Marks)
How mass customization is different from customization?
- Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)
- a) Transactional Marketing
 - b) CRM in shopping Mall
 - c) CRM in Tourism Services
 - d) Features of CRM
 - e) Customization plan for Hotel Services
 - f) CRM Plans for online shopping

SECTION - II

- Q.7) Answer the following: (20 Marks X 1 = 20 Marks)
You are appointed as customer support officer by company providing DTH Services, you are informed to develop analytical CRM to satisfy their customers.
- Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) Develop a CRM strategy for the organization developing educational services, what CRM strategy would you adopt to build its brand into the market?
 - b) You are appointed as Business Development Officer for the company manufacturing Washing Machines. You are informed to develop e- CRM Plan to develop its market?
- Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) You are appointed as Manager Marketing of Shopping Mall .You are informed to develop Customization plan to develop retail market?
 - b) An Courier service organization wants to develop CRM plan, organization have appointed you to develop CRM plan. Prepare CRM plan?
