

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - IV (2012
COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A. (FM)
Semester - IV (2013 (CHOICE BASED CREDIT SYSTEM) :
SUMMER - 2019**

SUBJECT: ELECTIVE – VIII CUSTOMER RELATIONSHIP MANAGEMENT (MM)

Day: Saturday
Date: 04/05/2019

S-2019-2291

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

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION –I

- Q.1** Discuss in detail the role of CRM in marketing. (15)
- Q.2** ‘Knowledge of one’s customer is of utmost importance for customer satisfaction’. Discuss. (15)
- Q.3** Explain in detail Sales Force Automation and its use in CRM. (15)
- Q.4** ‘The Indians have become very tech- savvy and almost every Indian in urban India has an account on Facebook, WhatsApp, Instagram, Twitter etc. thus making it possible for social CRM’. Discuss. (15)
- Q.5** Explain in detail data analysis and data mining. (15)
- Q.6** Write short notes on any **TWO** of the following: (15)
- a) Individualized customer proposition
 - b) Campaign Management
 - c) Customer retention
 - d) Benefits of CRM

SECTION-II

- Q.7** Design a loyalty programme for a retail fashion chain operating in B class towns. (20)
- Q.8** As an expert of the marketing field you are expected to highlight the future of CRM in India. (20)
- Q.9** You are an expert in call-center management. You are to address a group of college students on: (20)
- i) What is call center management.
 - ii) Advantages and disadvantages of call center management.

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