

**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 - 2018**

**SUBJECT: Elective-VIII: CUSTOMER RELATIONSHIP  
MANAGEMENT (MM)**

Day: **Monday**  
Date: **14/05/2018**

**S-2018-1914**

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

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**N.B:**

- 1) Attempt any **FOUR** out of **SIX** questions from Section-I.
  - 2) Attempt any **TWO** out of **THREE** questions from Section-II.
  - 3) Figures to the right indicate **FULL** marks.
  - 4) Both the sections should be written in **SEPARATE** answer books.
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**SECTION-I**

- Q.1** What is Customer Relationship Management? Why is it the need of the hour? (15)  
Trace the origin and evolution of Customer Relationship Management.
- Q.2** Discuss in detail the role of I.T. in Customer Relationship Management (15)
- Q.3** What is Sales Force Automation? How does it improve the efficiency of sales force? (15)
- Q.4** Discuss in detail different customer loyalty programmes. How do they contribute to promote the business? Give suitable examples. (15)
- Q.5** Elaborate in detail the concept of 'Social C.R.M.'. (15)
- Q.6** Write short notes on any **TWO** of the following: (15)
- a) Lead Management
  - b) Enterprise Marketing Automation
  - c) Customer Service & Support

**SECTION-II**

- Q.7** As a Customer relationship manager of an automobile company, how will you design customer relationship initiatives? (20)
- Q.8** How should the employees be educated about the concept of Customer Relationship Management and misconceptions about it before its organizational implementation? (20)
- Q.9** "Loyal customers are more important than maximizing market share". (20)  
Elaborate the sentence with reference to a bank of your choice.

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