

S.D.E.

**M.B.A. SEM-III (2010 COURSE)(3 YEAR COURSE) : SUMMER -
2018**

SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT

Day: **Wednesday**

Date: **13/06/2018**

Time: **10.00 A.M. TO 1.00 P.M.**

Max Marks. 70

S-2018-4456

N.B.

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

SECTION - I

- Q.1** Explain the term Analytical CRM. (14)
- Q.2** Discuss in detail the concept of CRM. (14)
- Q.3** Explain the need for market intelligence enterprise. (14)
- Q.4** Discuss the importance and need of good customer care centers. (14)
- Q.5** 'Today most companies go all out to retain customers, thus building customer loyalty' Discuss. (14)
- Q.6** Write Short notes on any **TWO** of the following (14)
- a) Data mining
 - b) Acquiring new customers
 - c) Customer privacy

SECTION - II

- Q.7** You are the customer relationship manager at India biggest retail mall and you realize that your company does not have a CRM program. Discuss how will you are about collecting information of customers and how will you analyze and evaluate the customers. (14)
- Q.8** 'It is said that through a good CRM feedback system, ideas for new products and service will keep on emerging' Discuss. (14)
- Q.9** Design a CRM program for an Airline company explaining the purpose and objection of your campaign. (14)

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