

**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) : WINTER - 2017**

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

Day: **Friday**  
Date: **24/11/2017**

**W-2017-1798**

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

**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.

**SECTION-I**

- Q.1** Define and describe the concept of C.R.M. Explain its strategic significance for a business organization. (15)
- Q.2** What is contact management? Discuss in detail its benefits & limitations. (15)
- Q.3** Explain in detail the concept of customer knowledge. How does it contribute to effective C.R.M? (15)
- Q.4** Discuss the concepts of data warehousing & data mining in light of improvement of business efficiency. (15)
- Q.5** Describe in detail the functions and importance of customer loyalty programs to enhance the business. (15)
- Q.6** Write short notes on any **TWO** of the following: (15)
- a) Role of Multi- Channels in C.R.M.
  - b) Retention and Cross- Sell Analysis
  - c) Lead Management

**SECTION-II**

- Q.7** "In practice it is observed that companies maintain & develop relationships with selected customers". Elaborate with examples. (20)
- Q.8** As a Customer relationship manager of a company, in order to delight an external customer how would you develop relations with internal customers? (20)
- Q.9** Design customer relationship strategies for any steel manufacturing company of your choice. (20)

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