

S.D.E.

M.B.A. SEM-III (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017
SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT

Day: **Monday**
Date: **18/12/2017**

W-2017-4265

Time: **10.00 A.M. TO 1.00 P.M.**
Max Marks. 70

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.
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SECTION - I

- Q.1** 'It is said that most Indian customers have a fear of security when it comes to participation in the CRM programs' Discuss. (14)
- Q.2** Explain the concept & importance of CRM in today's world. (14)
- Q.3** 'Today every company is focused on customers and maintain a 24×7 customer care helplines' Discuss the importance of customer care. (14)
- Q.4** Discuss the term analytical CRM. (14)
- Q.5** Discuss various options one has in collection of data from its customers to make a good customer database. (14)
- Q.6** Write Short notes on any **TWO** of the following (14)
- a) Data warehousing
 - b) Customer privacy
 - c) Channels of customer management.

SECTION - II

- Q.7** 'You are the customer relationship manager of a company and realize that your company requires a good market intelligence enterprise' Discuss the need and importance of the same. (14)
- Q.8** As a relationship manager of India's bigger retail jewellery chain, you plan to start a CRM program for your retail chain. Discuss how will you attract customer's interest, acquire and retain customer's. (14)
- Q.9** Discuss how will you develop and manager customer relationship through product development. Give relevant example. (14)

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