

Code No. 4509

FACULTY OF MANAGEMENT

MBA (CBCS) I – Semester Examination, January 2018

Subject: Customer Relationship Management

**Paper Code – MB – 105
(Open Elective – II)**

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions.

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 CRM and Relationship Marketing
- 2 Customer Profitability
- 3 Customer Strategy Grid
- 4 CRM in Service Sector
- 5 Challenges of CRM

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 6 a) Define 'CRM'. What are the factors responsible for CRM growth?
OR
b) What are the types and advantages of CRM?
- 7 a) Explain the concept of Customer Retention. What are Customer Retention Strategies? Explain briefly.
OR
b) What do you understand by customer loyalty? Explain how CRM is helpful in improving customer loyalty.
- 8 a) Outline the various elements of CRM plan.
OR
b) What is CRM strategy? Evaluate the process involved in CRM strategy development process.
- 9 a) What is meant by Mass Market? Discuss the need and importance of implementing CRM in Mass Markets.
OR
b) Write a detailed note on "CRM Marketing Initiatives".
- 10 a) Outline the problems involved in implementation of CRM.
OR
b) Discuss the need for application of IT tools in CRM.
