

MBMM 4004/RM 4004

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Fourth Semester

Marketing/Retail Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

1. Describe the levels of Service Profiling.
2. How to create Service Level Agreements? Explain.
3. Elaborate Cross Selling and Up Selling in CRM.
4. Mention the various tools to measure the Customer Satisfaction.
5. Explain Sales Force Automation.
6. Elaborate the importance of Supply Chain Management in CRM.

7. Describe Data Warehousing and Data Mining.
8. Critically Examine the CRM Development Team.

PART C — (1 × 20 = 20 marks)

Compulsory.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

9. Discuss the Evolution of CRM.
10. Describe the Customer Retention Strategies of Indian FMCGs with examples.
11. Elaborate the concept of Event-based Marketing.
12. Discuss the applicability of E-Commerce and ERP in CRM.
13. Elaborate the Nature and Importance of Field Force Automation.
14. Explain the classification of Data Analysis in CRM.
15. Discuss the Ethical Issues and Legalities in using Consumer Databases.
16. Elaborate the hurdles in managing Customer Relationship.

17. Case Study.

Grant Telephony Industry grew enormously because the new users embraced mobile technology. The cost required for the new mobile phone was very high because carriers heavily subsidized handset and retailer costs to make it easier for new user to sign up for new service. As a result carriers face a pressing need to maximize their average return per user (ARPU) by retaining their best customer for as long as possible. This challenge is particularly acute in the face of showing growth due to market saturation and the impending expiration of many original customers' service plans.

Answer the following:

- (a) State at least four goals that the company must adopt so that it keeps old customers and adds the new Customers.
- (b) Give strategies to implement these goals.
- (c) State and explain the purpose of Sales Force Automation (SFA).