Reg. No.								
Reg. No.								

**Question Paper Code** 

13203

## MBA - DEGREE EXAMINATIONS, NOV / DEC 2024

Third Semester

# Master of Business Administration 20MBM308 - CUSTOMER RELATIONSHIP MANAGEMENT

Regulations - 2020

Dura	Mai	rks:	100					
PART - A $(10 \times 2 = 20 \text{ Marks})$ Answer ALL Questions								
1. I	· · · · · · · · · · · · · · · · · · ·							
2. (	2. Classify the tools for CRM.							
3. I	3. Identify the contribution of CRM in Marketing.							
4. V	4. What is Cross Selling?							
5. I	5. Define Service Level Agreement (SLA).							
6. I	6. List the factors influencing online business.							
7. I	7. Infer Market Basket Analysis.							
8. I	8. Rephrase Customer Information Databases.							
9. (	9. Classify the resetting procedures of CRM strategy.							
10. I	10. Interpret the ideology behind CRM measures.							
11.	a)	PART - B ( $5 \times 13 = 65$ Marks)  Answer ALL Questions  Explain the types of CRM and illustrate to identify the feasible methodology to retain the customer.  OR	13	K2	CO1			
	b)	Summarize the different Levels of SLAs and furnish the scope behind its management.	13	K2	CO1			
12.	a)	Compare between Cross Selling and Up Selling.  OR	13	K2	CO2			
	b)	Discuss the influence of CRM in Event based Marketing.	13	K2	CO2			
13.	a)	Relationship Management.	13	K2	CO3			
OR								

- b) Explain in detail about supply chain management and its impact on 13 K2 CO3 CRM.
- 14. a) Discuss the legal and ethical implications of customer data utilization. 13 K4 CO4

#### OR

- b) Examine the importance of Clickstream Analysis and its impact on <sup>13</sup> K4 CO4 CRM.
- 15. a) Explain the factors influencing outsourced approaches of CRM.

#### OR

b) Examine the knowledge management with suitable illustrations. 13 K2 CO5

## PART - C $(1 \times 15 = 15 \text{ Marks})$ (Compulsory)

ABC Ltd was a provider of Fast Moving Consumer Goods (FMCG) 15 16. The organization was incurring huge losses consecutively for three years. Considering the ongoing issues it decided to hire a research agency to sort out the current problems. The agency conducted research to determine the root cause of the problem. After continuous efforts of a few months it was found that ABC was not able to maintain sound relationships with its customers. Therefore, most of the valuable customers of the organization switched to other brands Now, the CEO of the organization decided to conduct a meeting with the heads of different departments. In the meeting it was decided that the organization would apply various strategies to build strong relationships with its customers. The organization started providing financial incentives to its customers by offering products at lower prices. In addition, it focused more on providing better customer service and winning the trust of customers. By applying these strategies, ABC was able to generate huge profits and regain its valuable customers. Not only this, it was also able to maintain a huge customer database effectively.

### **Ouestions:**

- 1. Why was ABC incurring heavy losses?
- 2. What are the objectives of Relationship Marketing?

K5 C05