

b) Explain in detail about supply chain management and its impact on CRM. 13 K2 CO3

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 CRM. 13 K4 CO4

15. a) Explain the factors influencing outsourced approaches of CRM. 13 K2 CO5

OR

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

PART - C (1 × 15 = 15 Marks)

(Compulsory)

16. a) ABC Ltd was a provider of Fast Moving Consumer Goods (FMCG) 15 K5 CO5
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.

Questions:

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