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Question Paper Code	12418
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2023

Third Semester

Master of Business Administration

20MBM308 – CUSTOMER RELATIONSHIP MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Define SLA. | <i>2,K1,CO1</i> |
| 2. Classify the tools for CRM. | <i>2,K2,CO1</i> |
| 3. Infer the necessity of a call center. | <i>2,K2,CO2</i> |
| 4. What is Cross Selling? | <i>2,K1,CO2</i> |
| 5. Highlight the value of CRM in promoting online transactions. | <i>2,K2,CO3</i> |
| 6. Define Supplier Relationship Management. | <i>2,K1,CO3</i> |
| 7. List the merits of collaborative filtering. | <i>2,K1,CO4</i> |
| 8. Rephrase Analytical CRM. | <i>2,K2,CO4</i> |
| 9. Recall the term Complacency. | <i>2,K1,CO5</i> |
| 10. What is Sales Force Automation? | <i>2,K1,CO5</i> |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Elaborate the various forms of CRM and provide examples to show which approach is workable for keeping customers. *13,K2,CO1*
- OR**
- b) Define customer intelligence and describe the methods through which optimization of customer outcomes is achieved. *13,K2,CO1*
12. a) Discuss the influence of CRM in Event based Marketing. *13,K2,CO2*
- OR**
- b) Enumerate the concept of one to one relationship marketing. *13,K2,CO2*
13. a) Enumerate Supplier Relationship Management with the aim of linking CRM in e- commerce. *13,K2,CO3*
- OR**
- b) Discuss Enterprise Resource Planning with reference to Customer Relationship Management. *13,K2,CO3*

14. a) Elaborate the importance of Click Stream Analysis and its impact on CRM. *13,K2,CO4*

OR

b) Discuss the legal and ethical implications of customer data utilization. *13,K2,CO4*

15. a) Explain about business plan requirements and justify its process with examples. *13,K2,CO5*

OR

b) Criticize the priority towards the development and delivery of CRM. *13,K2,CO5*

**PART - C (1 × 15 = 15 Marks)
(Compulsory)**

16. a) The UK. The Department for Education and Skills (DES) is willing to enhance its efficiency by sharing information with its internal and external customers. For this, DIES has selected the CRM system as a test project in Corporate Services and Development Directorate (CSDO). DIES works in association with various government and non-government bodies. All these authorities are involved in developing policies for the education sector and providing funds to a DES requires a co-effective CRM system that would help the department deal with such issues. Moreover, it wants a system that provides easy access to information to its customers. For this DIES has selected Micro Dynamics CRM as its core CRM solution. The CRM can be easily integrated with the technologies and maintained in-house. Moreover, Microsoft Dynamics CRM is available comparatively at low cost to be used as per the requirements of different user groups. *15,K4,CO2*

Questions

1. What is the need to implement a CRM system in DES?
2. What would be the benefit of implementing a CRM system in DES?