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MBA
(SEM II) THEORY EXAMINATION 2018-19
CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a. What is Business to Consumer (BTC) market?
b. What is Relationship Marketing?
c. How an organization can effectively manage customer satisfaction?
d. What are the various components of customer satisfaction?
e. Define "Quality Management"?
f. What is reliability?
g. What is CRM
h. What is a Web Phone?
i. Explain Customer Life Time Value?
j. Discuss few reasons which lead to service failure?

SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

a. "Today businesses need to think about every stage of the customer relationship and how they can coordinate and optimize each to improve the overall value of the customer". In light of the above statement, discuss the various stages of relationship marketing.
b. How will you measure customer satisfaction?
c. What is a Service Quality Gap? How will you measure it?
d. "Virtual agents are already replacing human support personnel". Explain the above statement with a suitable example.
e. "Institutions that have been burned in the past are not giving up on CRM — they are simply retrenching and learning from their past mistakes". Discuss this new emerging perspective of CRM.

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

a. "The success of a CRM implementation lies in its acceptance for use by the various stakeholders". What do you think about it?
b. "Customer Relationship Management has now become the most efficient business strategy for every business organization". Discuss its significance for a business.

4. Attempt any *one* part of the following: 1 x 10 = 10

a. "The customer is not always right, but the customer is always the customer. An employee needs to listen, be helpful, act and look like a professional". Discuss.
b. Discuss the SERVQUAL model for measuring customer satisfaction.

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5. Attempt any *one* part of the following: 1 x 10 = 10

a. "Quality means different things to different people; therefore, it is difficult to reach an ultimate definition that can be applied to all situations". Explain.

b. Discuss the various factors with affect the service quality.

6. Attempt any *one* part of the following: 1 x 10 = 10

a. What is a Customer Relationship Portal? What are its various benefits?

b. "The overall goal of the data mining process is to extract information from a data set and transform it into an understandable structure for further use". Explain.

7. Attempt any *one* part of the following: 1 x 10 = 10

a. Discuss the important functions of Employee Relationship Management.

b. Discuss the recent CRM practices in aviation Industry.

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