

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

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|----|--------------------|--|-------------|
| 1. | a) | Define CRM? Explain in brief the elements of CRM | 6M |
| | b) | Discuss about the dynamics of Relationships. | 6M |
| 2. | a) | Explain in detail the nature and contents of CRM Strategy. | 6M |
| | b) | Explain how CRM helps in understanding the customer's views? | 6M |
| 3. | a) | How Customer Relationship Survey Results will help in forming a successful CRM strategies? | 6M |
| | b) | What are various quantitative measurement techniques? | 6M |
| 4. | a) | Explain the dynamics of communication and information system in CRM. | 6M |
| | b) | Elaborate the Strategy and Organization of CRM. | 6M |
| 5. | a) | What are various types of customer Partnerships? | 6M |
| | b) | Explain the how service triangle will help CRM for organizations. | 6M |
| 6. | a) | Write various features of E-CRM. | 6M |
| | b) | Explain the concept of e-CRM and analyze the essentials of building an e-CRM | 6M |
| 7. | a) | Describe various trends of CRM in Digital era. | 6M |
| | b) | What are the various types of customer relationships. | 6M |
| 8. | CASE STUDY: | | 12 M |

Nestle: Helping to Develop Local Dairy Industry

Nestle's dairy development heritage in India began humbly in Moga on 15 November 1961, collecting only 511 kgs of milk on our first day. Today Nestlé's Moga factory collects over 1.3 million kgs of milk per day during the flush season, with over 110,000 farmers in India selling milk to Nestlé.

Nestlé's milk collection area has expanded over the years and today covers 30,000 square kilometres. We have also constructed 2,815 milk collection centres in villages across the country to facilitate our considerable daily milk collection.

One of Nestlé's many success stories in the dairy sector is that of milk farmer Jagdeep Singh Sandhu, who hails from the village Assal in Ferozepur. Jagdeep began dairy farming in 2001 with one buffalo as he found the milk market remunerative. By 2004, he had managed to gradually increase his herd of buffaloes to 25. He soon associated himself with Nestlé who, by 2007, had assisted him in procuring a loan and encouraged him to increase his cow herd to 36 animals. In 2008, Nestlé sponsored Jagdeep's visit to the World Dairy Exposition in USA to gain more knowledge regarding commercial dairy farming. After his visit, Nestlé introduced best practices for dairy farming at his farm, including better calf management, silage preparation and shed expansion.

With the adaptation of best practices at Jagdeep's farm, he soon saw increased milk productivity. Nestlé consequently installed a milk chilling facility at his farm to ensure 'chilling at source'. In 2010, we also installed a milking parlour at his farm.

Today Jagdeep owns 78 cows in all, with 40 cows in milk, producing an average of 700 kgs of milk daily. His total income from milk is INR 32, 00,000 every year. In his six year long relationship with Nestlé, Jagdeep has come a long way and is today a role model for other farmers in the area. In September 2010, the Deputy Commissioner of Ferozepur visited Jagdeep's farm and highly commended his efforts.

Questions:

1. Has nestle succeeded in changing business through CRM?
2. State your observations regarding CRM in the case.