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Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2019

MS5OE02 Customer Relationship Management

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. CRM helps organizations by providing information related to customers are taking **1**
(a) Business Decisions (b) Precaution
(c) Corrective (d) Required Action
- ii. Which of the following is not an element of relationship marketing? **1**
(a) Financial bonds (b) Social bonds
(c) Structural bonds (d) Psychological bonds
- iii. Which of the following is not an objective of relationship management? **1**
(a) Need fulfillment objectives
(b) Economic objective
(c) Security objective
(d) Individual objective
- iv. Which of the following is not a stage of CRM lifecycle? **1**
(a) Latent customer (b) Explored customer
(c) Active customer (d) Initiator customer
- v. Which of the following is not an application of E-CRM? **1**
(a) Reducing technological gap
(b) Ensuring prolonged existence of customers
(c) Measuring communication efforts
(d) Maintain a data warehouse

P.T.O.

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vi.	E-commerce involves the application of	1
	(a) Knowledge management system	
	(b) Product management system	
	(c) Service management system	
	(d) All of these	
vii.	A_____ is a collection of customer data that is systematically stored in computer.	1
	(a) Customer data base (b) Data base system	
	(c) Customer carrier (d) Customer interface system	
viii.	_____ is a data analysis technique used to extract meaningful information from the collected data	1
	(a) Data mining (b) Mining warehouse	
	(c) Warehouse mining (d) Data warehousing	
ix.	CRM is an approach of serving	1
	(a) Customer (b) Organization	
	(c) Marketing department (d) Employees	
x.	One of the major emerging trends in CRM is that organization have started investing on their most important assets, which is _____	1
	(a) Customers (b) Technology	
	(c) Machine (d) Land	
Q.2	i. What are the major objectives of CRM?	2
	ii. What are the benefits of CRM?	2
	iii. Write a short note on social exchange theory of relationship.	4
OR	iv. Explain the purpose of relationship marketing.	4
Q.3	i. Write components of customer satisfaction.	3
	ii. Explain different types of CRM.	5
OR	iii. Explain “Stakeholders in CRM”.	5
Q.4	i. Define e-CRM	3
	ii. Differentiate CRM and e-CRM	5
OR	iii. Why does an organization require an effective e-CRM application?	5

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Q.5	i. Explain various CRM software.	2
	Attempt any two:	
	ii. What is data mining?	3
	iii. What is warehousing?	3
	iv. What are the key features of a customer database?	3
Q.6	Attempt any two:	
	i. Short note on latest trends in CRM.	4
	ii. Explain any two emerging concepts of CRM business.	4
	iii. What is global CRM?	4
Q.7	Case Study	10
	Implementation of CRM at ZQ”	
	ZQ is one of the largest excavation service providers in Northern Carolina, US. It operates a 24/7 call center for emergency work. The organization has worked hard to build a strong reputation based on friendly service, professionalism, fast –response, and efficient problem resolution. A key strength of ZQ is its dedicated team of highly trained and qualified engineers. The organization has a large customer base.	
	With an increasing base it became difficult for the organization to access a clear and comprehensive overview of customer information. As a result, the organization was not able to identify the needs of customers and serve them properly. Gradually it started losing its valuable customer. Consequently, the organization wanted to implement a consolidated, easy-to-use, and reliable CRM system that would provide quick access to accurate information about each customer.	
	Questions:	
	(a) What could be the role of CRM to rebuild the market for ZQ?	
	(b) What steps should be followed by ZQ to formulate a CRM strategy?	

Marking Scheme

MS5OE02 Customer Relationship Management

Q.1	i.	CRM helps organizations by providing information related to customers are taking (a) Business Decisions	1
	ii.	Which of the following is not an element of relationship marketing? (d) Psychological bonds	1
	iii.	Which of the following is not an objective of relationship management? (d) Individual objective	1
	iv.	Which of the following is not a stage of CRM lifecycle? (b) Explored customer	1
	v.	Which of the following is not an application of E-CRM? (b) Ensuring prolonged existence of customers	1
	vi.	E-commerce involves the application of (d) All of these	1
	vii.	A_____ is a collection of customer data that is systematically stored in computer. (a) Customer data base	1
	viii.	_____ is a data analysis technique used to extract meaningful information from the collected data (a) Data mining	1
	ix.	CRM is an approach of serving (a) Customer	1
	x.	One of the major emerging trends in CRM is that organization have started investing on their most important assets, which is _____ (a) Customers	1
Q.2	i.	Major objectives of CRM	(1 mark*2) 2
	ii.	Benefits of CRM	(1 mark*2) 2
	iii.	Social exchange theory of relationship. (As per explanation)	4 marks 4
OR	iv.	Purpose of relationship marketing.(Any 4 points)	4 (1 mark*4)

Q.3	i.	Components of customer satisfaction(Any 3 points)	(1 mark*3). 3
	ii.	3 Different types of CRM. Examples	(1 mark*3) 2 marks 5
OR	iii.	“Stakeholders in CRM”.(Any 5 Points)	(1 mark*5) 5
Q.4	i.	Define e-CRM(As per explanation)	3 marks 3
	ii.	5 Differentiate CRM and e-CRM (Any 5 Points)	(1 mark*5) 5 (1 mark*5)
OR	iii.	Organization require an effective e-CRM application (According to explanation)(5 Points)	(1 mark*5) 5
Q.5	i.	Various CRM software(Any 2) Attempt any two:	(1 mark*2) 2
	ii.	Data mining(Definition with explanation)	3 marks 3
	iii.	warehousing(Definition with explanation)	3 marks 3
	iv.	3 Features of a customer database	(1 mark*3) 3
Q.6	Attempt any two:		
	i.	Latest trends in CRM.(According to explanation)	4 marks 4
	ii.	Two emerging concepts of CRM business. (As per explanation)	4 marks 4
	iii.	Global CRM	4 marks 4
Q.7	Case Study		10
	(a)	Role of CRM to rebuild the market for ZQ	5 marks
	(b)	Followed by ZQ to formulate a CRM strategy	5 marks
