



Enrollment No.....

Faculty of Management Studies
End Sem (Odd) Examination Dec-2019
MS3SE09 Customer Relationship Management
Programme: BBA Branch/Specialization: DM
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. Contact Management is suitable for? **1**
 (a) Business
 (b) Enterprise Making System
 (c) Engineering Machinery System
 (d) Enterprise Motivation System
- ii. Which of these is a part of relationship marketing? **1**
 (a) HRM (b) Database (c) SCM (d) All of these
- iii. A _____ is an organized collection of detailed information **1**
 about individual customers or prospects that is accessible,
 actionable and current for marketing purposes such as lead
 generation and others
 (a) Customer database (b) Customer mailing list
 (c) Business database (d) Stakeholder database
- iv. The selection of right CRM tool helps the marketing team of an **1**
 organization to convert _____ into loyal customers.
 (a) Customers (b) Prospects
 (c) Most valued Customers (d) None of these
- v. Who among the following is not a stakeholder in CRM? **1**
 (a) Customers (b) Government
 (c) Employees (d) None of these
- vi. Which is not a part of CRM Cycle? **1**
 (a) Prospect (b) Suspect (c) Supplier (d) None of these
- vii. Difference between customer's evaluation including all costs **1**
 incurred and benefits is called
 (a) Customer perceived value (b) Company market value
 (c) Customer affordability (d) Customer reliability

P.T.O.

- viii. Which of the following is a Customer Satisfaction Model? **1**
 (a) Norm Model (b) Quality Model
 (c) Care Model (d) None of these
- ix. Which is an ECRM Technology? **1**
 (a) Web Phones (b) Voice Portals
 (c) BOTs (d) All of these
- x. Which of the above is not a CRM Software? **1**
 (a) Hubspot (b) Microsoft Dynamics
 (c) MS Excel (d) None of these
- Q.2 i. What is relationship marketing. **2**
 ii. Discuss any one theory of relationship. **3**
 iii. Write a short note on the evolution of relationship marketing. **5**
 OR iv. Write a short note on the purpose of relationship marketing. **5**
- Q.3 i. Explain the concept of CRM. **2**
 ii. What are the significance of CRM? **8**
 OR iii. Explain the various types of CRM. **8**
- Q.4 i. Who are the various stakeholders in CRM? Enumerate. **3**
 ii. Explain CRM Cycle. **7**
 OR iii. What are the various dimensions of CRM? **7**
- Q.5 i. What do you mean by customer satisfaction? **4**
 ii. What are the various models of customer satisfaction? **6**
 OR iii. What are the various components of customer satisfaction? **6**
- Q.6 Attempt any two:
 i. What is E-CRM? What are its advantages? **5**
 ii. What is the role of BOTs in CRM? **5**
 iii. What technologies can be useful in E-CRM? Explain in context of **5**
 Microsoft dynamics CRM System or Hubspot CRM

Marking Scheme
MS3SE09 Customer Relationship Management

Q.1	i.	Contact Management is suitable for? (a) Business	1
	ii.	Which of these is a part of relationship marketing? (b) Database	1
	iii.	A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others (a) Customer database	1
	iv.	The selection of right CRM tool helps the marketing team of an organization to convert _____ into loyal customers. (b) Prospects	1
	v.	Who among the following is not a stakeholder in CRM? (b) Government	1
	vi.	Which is not a part of CRM Cycle? (c) Supplier	1
	vii.	Difference between customer's evaluation including all costs incurred and benefits is called (a) Customer perceived value	1
	viii.	Which of the following is a Customer Satisfaction Model? (a) Norm Model	1
	ix.	Which is an ECRM Technology (d) All of these	1
	x.	Which of the above is not a CRM Software? (c) MS Excel	1

Q.2	i.	Definition	2 marks	2
	ii.	Theory of relationship.	3 marks	3
	iii.	Evolution of relationship marketing	(As per explanation)	5
OR	iv.	Purpose of relationship marketing.	(1 mark*5)	5
Q.3	i.	Definition	2 marks	2
	ii.	Significance of CRM	(1 mark*8)	8
OR	iii.	Collaborative	2 marks	8
		Analytical CRM	2 marks	
		Operational CRM	2 marks	

		Sales force Automation	2 marks	
Q.4	i.	Top Management.	0.5 marks	3
		Marketing Managers	0.5 marks	
		Retail Store Agents/ Call Center Agents/Field Sales Agents:		
			0.5 marks	
		Customer using the self Care channel	0.5 marks	
		Product Managers	0.5 marks	
		Dealer/ Partners:	0.5 marks	
	ii.	CRM Cycle-4 Stages	(1.25 marks*4)	7
		Diagram	2 marks	
OR	iii.	Seven Dimensions	(1 mark*7)	7
Q.5	i.	Customer satisfaction-Definition	2 marks	4
		Examples	2 marks	
	ii.	Models of customer satisfaction		6
		Two model	(3 marks*2)	
OR	iii.	Components of customer satisfaction		6
		Any four components	(1.5 marks*4)	
Q.6		Attempt any two:		
	i.	E-CRM	2 marks	5
		Any three advantages	(1 mark*3)	
	ii.	Role of BOTs in CRM	(1 marks*5)	5
	iii.	Technologies in E-CRM.(Any 3 Technologies)	(1 mark*3)	5
		Microsoft dynamics or Hubspot		
		Context	2 marks	
