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CRM software like PowerCentre is suitable for big corporations like McDonalds but its software can also provide great solutions for smaller businesses too to help them connect with customers and get to understand there likes and needs better.

Questions:

(a) What were the reasons that forced McDonalds to opt for CRM software? **5**

(b) How do you find the success of The PowerCentre software at McDonalds? **5**

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Enrollment No.....................................

Faculty of Management Studies
End Sem (Odd) Examination Dec-2022
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. Process of managing information about customers to maximize loyalty is said to be- **1**
(a) Company relationship management
(b) Supplier management
(c) Retailers' management
(d) Customer relationship management

ii. Company's 'customer relationship capital' is another name of- **1**
(a) Satisfied customers   (b) Dissatisfied customers
(c) Customer retention   (d) Customer conversion

iii. CRM is an approach of serving- **1**
(a) Customer   (b) Organisation
(c) Marketing department   (d) Employees

iv. Sales force automation is a part of which type of CRM? **1**
(a) Collaborative CRM   (b) Analytical CRM
(c) Operational CRM   (d) Sales Intelligence CRM

v. Which of the following e-CRM tool sends alerts and reminders to customers? **1**
(a) Customer analytic software
(b) Data mining software
(c) Personalized messaging system
(d) Business simulation

vi. Why most organizations require an effective e-CRM application? **1**
(a) Maintaining a organised database for better customer feedback
(b) Analyzing the touch-points of customer experience
(c) Coping with fierce competition in the market
(d) All of these

vii. _____uses sophisticated mathematical and statistical techniques such as neutral networking and cluster analysis. **1**
    (a) CRM   (b) Data survey
    (c) Data mining   (d) None of these

viii. Data warehouse is _____. **1**
    (a) Read only   (b) Write only
    (c) Read write only   (d) None of these

ix. CRM technology can help in- **1**
    (a) Designing direct marketing efforts
    (b) Developing new pricing models
    (c) Processing transactions faster
    (d) All of these

x. Customers lifetime purchases that generate net present value of future profit streams is called- **1**
    (a) Customer lifetime value
    (b) Customer purchases value
    (c) Customer cost incurred
    (d) Customer relationships

Q.2 i. Define various stages of relationship. **3**
    ii. What is CRM and how it is related to relationship marketing? **5**
OR iii. Explain any five objectives of CRM. **5**

Q.3 i. Explain in brief about CRM stakeholders. **3**
    ii. How Kano Model helps in measuring customer satisfaction? Explain with examples. **5**
OR iii. Discuss the important types of CRM and explain with examples. **5**

Q.4 i. List out the benefits of e-CRM. **3**
    ii. Differentiate between CRM and E-CRM with examples. **5**
OR iii. Discuss in detail about voice portals & web phones. **5**

Q.5 i. Elaborate the key features of database management. **3**
    ii. "Effective database management is a key for success of e-CRM". Comment on the importance of data warehousing. **5**
OR iii. What do you mean by the term "data mining". Explain various techniques of data mining. **5**

Q.6 Write a short note on any two:
i. Emerging concepts of CRM. **4**
ii. Sales Force Automation (SFA) **4**
iii. Mobile CRM **4**

Q.7 Case Study
CRM at McDonalds
Customer Relationship Management (CRM) is important for businesses. Not only can it help you improve your relationship with clients but it can also help to entice new customers and boost your profits. Aided by CRM software, businesses can really get to know their customers' habits and interactions and McDonalds is a great example of a business who's done this well.

About McDonalds
McDonalds is a global fast-food restaurant chain which has over 30,000 branches in over 100 companies. One of the most well-known names in the world, McDonalds instantly sparks recognition and connotations from those who are familiar with it.

McDonalds and CRM
McDonalds uses PowerCentre by Astute Solutions, and being a global chain with millions of customers, it needs to use an effective and reliable way of connecting with its customers and keep ahead of this very competitive market.
PowerCentre has enabled them to collect data about the views of their customers, whether or not they're satisfied as well things that cause dissatisfaction. The data is available in real time and allows McDonalds to share the information with people across the organisation quickly for the most relevant results.
The PowerCentre software provides McDonalds with up-to-date databases for which can measure satisfaction results across the brand as a whole, by region or even down to individual restaurants. This makes it easy to identify problems and get them resolved quickly.
McDonalds have benefitted from the aftercare and support from

Q.1	i.	Process of manage information about customers to maximize loyalty is said to be d) customer relationship management	1
	ii.	Company's 'customer relationship capital' is another name of a) satisfied customers	1
	iii.	CRM is an approach of serving : a)Customer	1
	iv.	Sales force automation is a part of which type of CRM c) Operational CRM	1
	v.	Which of the following e-CRM tool sends alerts and reminders to customers? c)Personalized Messaging System	1
	vi.	Why most organizations require an effective e-CRM application? d)All of them	1
	vii.	_____uses sophisticated mathematical and statistical techniques such as neutral networking and cluster analysis. c) Data mining	1
	viii.	Data Warehouse is _____ a)read only	1
	ix.	CRM technology can help in d) All of the above	1
	x.	Customers lifetime purchases that generate net present value of future profit streams is called a) customer lifetime value	1
Q.2	i.	stages of relationship: any 3 stages : 1 mark for each stage 1*3=3 marks	3
	ii.	What is CRM (2 marks) how it is related to relationship marketing?(3 marks)	5
OR	iii.	objectives of CRM (2 marks) theories of Relationship.(3 marks)	5
Q.3	i.	Explain CRM stakeholders (any 3: 1 mark for each stakeholders, 1*3=3 marks	3
	ii.	How Kano Model helps in measuring Customer Satisfaction (4 marks). Examples.(1 mark)	5
OR	iii.	Types of CRM (4 marks)	5

		examples.(1 mark)	
Q.4	i.	benefits of e-CRM: any 3 benefits: 1 mark for each 1*3=3 marks	3
	ii.	Differentiate between CRM and E-CRM : any 5 difference: 1 mark for each 1*5=5 marks	5
OR	iii.	Voice Portals (2.5 marks) Web Phones. (2.5 marks)	5
Q.5	i.	features of database management: any 4 features : 1 mark for each 1*4=4 marks	4
	ii.	"Effective database management is a key for success of e-CRM".(3 marks) importance of Data warehousing(3 marks)	6
OR	iii.	"Data Mining".(2 marks) Techniques of data mining.(4 marks)	6
Q.6		Write a short note on any Two:	
	i.	Emerging concepts of CRM. any 4 : 1 mark for each 1*4=4 marks	4
	ii.	Sales force automation (SFA): any 4 points : 1 mark for each 1*4=4 marks	4
	iii.	Mobile CRM: any 4 points : 1 mark for each 1*4=4 marks	4
Q.7		Case Study	10

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Questions:

1. What were the reasons that forced McDonalds to opt for CRM software? (5 marks)
2. How do you find the success of The PowerCentre software at McDonalds? (5 marks)

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