

- Q.7 An international grocery retailer, NISCO, became known for a unique concept customer service through employee satisfaction. The world retail industry has been going through challenging times as it tried to cope with customer requirements and expectations which were higher by the day. Many retailers which adopt the everyday low pricing approach are looking at different ways to retain their customers. NISCO has developed a unique CRM strategy wherein their focus is on using “customer service through a motivated workforce” as its unique selling proposition in a market where retailer giants are in the fray. It now plans to enter into Indian markets.
- (a) Critically examine the significance of customer service for ensuring successful CRM.
- (b) Analyse the link between motivated employees and customer relationship Management.
- (c) Recommend suitable CRM practices for NISCO to ensure its success in India.

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Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. What is the primary goal of relationship marketing in the digital era? **1**
- (a) Maximizing short-term profits
- (b) Increasing customer acquisition costs
- (c) Building meaningful and personalized connections with customers
- (d) Minimizing customer engagement through automation
- ii. What characterizes the marketing era in the evolution of relationship marketing? **1**
- (a) Focus on mass production and distribution
- (b) Shift from product-centric to customer-centric approach
- (c) Emphasis on personal selling and persuasion techniques
- (d) Introduction of loyalty programs and CRM systems
- iii. What role does technology play in implementing the CRM cycle? **1**
- (a) It replaces human interactions with automated processes
- (b) It enhances communication between customers and employees
- (c) It increases operational costs without any tangible benefits
- (d) It decreases the need for customer data analysis
- iv. Which of the following is a benefit of high customer satisfaction for a business? **1**
- (a) Increased customer churn rate
- (b) Lower customer retention costs
- (c) Decreased brand loyalty
- (d) Higher employee turnover

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- v. Which technology enables personalized recommendations based on customer preferences in E-CRM? **1**  
 (a) Artificial Intelligence (AI)  
 (b) Virtual Reality (VR)  
 (c) Block-chain  
 (d) Augmented Reality (AR)
- vi. Which of the following is a key feature of E-CRM software? **1**  
 (a) Offline access to customer data  
 (b) Limited scalability  
 (c) Integration with legacy systems  
 (d) Customizable reporting tools
- vii. What is the function of data normalization in CRM database management? **1**  
 (a) It eliminates duplicate records  
 (b) It organizes data into logical tables to minimize redundancy  
 (c) It encrypts sensitive information for security purposes  
 (d) It generates statistical reports on customer behaviour
- viii. Which of the following is a bigger challenge in CRM database management? **1**  
 (a) Lack of data redundancy  
 (b) Data silos within different departments  
 (c) Over-reliance on manual data entry  
 (d) Inadequate data security measures
- ix. Which of the following is an example of proactive customer service? **1**  
 (a) Responding to customer complaints only when they are escalated  
 (b) Providing self-service options for customers to find solutions on their own  
 (c) Anticipating potential issues and addressing them before they become problems  
 (d) Offering discounts to dissatisfied customers after they've expressed their dissatisfaction
- x. What role does "Emotional Intelligence" play in CRM? **1**  
 (a) It helps in automating customer interactions for efficiency  
 (b) It enables employees to understand and respond to customer emotions effectively  
 (c) It focuses solely on quantitative data analysis  
 (d) It minimizes the need for personalized customer interactions

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- Q.2 Attempt any two:  
 i. Define customer relationship management. Explain the formation process of the CRM. **4**  
 ii. Explain about evolution of relationship management. **4**  
 iii. Discuss in brief the purpose of relationship marketing. **4**
- Q.3 Attempt any two:  
 i. Explain various types of CRM along with its success factors. **4**  
 ii. Elaborate any one customer satisfaction model in detail with example. **4**  
 iii. Who are the stakeholders of CRM? What are their roles, responsibilities? **4**
- Q.4 Attempt any two:  
 i. Explain various customer relationship portals used in business. **4**  
 ii. Write any eight advantages of e CRM. **4**  
 iii. What are various technologies of e-CRM which are used to strengthen business strategy? **4**
- Q.5 i. Write a short note on CRM software. **3**  
 ii. Explain data mining and data warehousing. **5**
- OR iii. What are the objectives of call centres for effective CRM? Explain the functions of call centres in detail. **5**
- Q.6 Attempt any two:  
 i. "Maintaining customer service and support is top priority of CRM". Elucidate the statement with the help of suitable example. **4**  
 ii. Explain the changing trends in CRM. How it effectively works in retaining customer base? **4**  
 iii. How can different changing trends in CRM be an enabling factor to derive full benefits of business environment? **4**

## Marking Scheme

### Customer Relationship Management (T) - MS5OE02

Q.1	i)	(c)	1
	ii)	(b)	1
	iii)	(b)	1
	iv)	(b)	1
	v)	(a)	1
	vi)	(d)	1
	vii)	(b)	1
	viii)	(b)	1
	ix)	(c)	1
	x)	(b)	1

Q.2	i.	Customer Relationship Management definition 1 mark the formation process of the CRM. 3marks	4
	ii.	evolution of relationship management.	4
OR	iii.	Four purpose of relationship marketing	4

Q.3	i.	3 types of CRM 3 marks its success factors 1 mark	4
	ii.	Customer satisfaction model 3 marks Example 1 mark	4
OR	iii.	stakeholders of CRM 2 marks roles, responsibilities 2 marks	4

Q.4	i.	Explain various Customer Relationship Portals used in business.	4
	ii.	Write any 8 advantages of e CRM	4
OR	iii.	What are various technologies of e-CRM which are used to strengthen business strategy	4
Q.5	iii	objectives of call centres. 2 marks 4 functions of call centres 2 marks Attempt any two:	5
	ii	Short note on Data mining & Data Warehousing	5
		(i) Short note on CRM software	3
Q.6	i.	As per content	4
	ii.	As per content	4
	iii.	As per content	4
Q.7		Case Study	10
	A	As per content	3
	B	As per content	3
	C	As per content	4

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