

Although the marketing team of the organisation left no stone unturned for persuading customers by providing them heavy discounts on products and services, it was not fruitful. This is because it incurred huge cost of the organisation. Considering the ongoing issues, the CEO of the organisation Mr. Bansal held a meeting with the heads of sales & marketing departments. In the meeting, it was decided that the organisation would implement Triumph Touch e-CRM system. After implementing the system, the organisation was able to regain its market share and maintain long term relationship with its customers. This increased the overall profitability of the organisation.

- (a) Why implementation of e-CRM was an urge for K-Kredit Ltd?
 (b) How e-CRM would be beneficial for K-Kredit Ltd?

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2019

MS3EM07 Customer Relationship Management

Programme: BBA Branch/Specialisation: Management / Marketing

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. Building long-term relationships with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for? **1**
 (a) Customer resource management
 (b) Customer relationship management
 (c) Customer retailing management
 (d) Consumer relationship management
- ii. The four marketing activities within the customer relationship management include customer selection, customer acquisition, customer retention, plus: **1**
 (a) Customer cross-sell (b) Customer extension
 (c) Customer referrals (d) Customer re-sell
- iii. _____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants. **1**
 (a) Consumer behaviour (b) Product cycle
 (c) Purchase behaviour (d) None of these
- iv. _____uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis. **1**
 (a) Data mining (b) Data survey
 (c) CRM (d) None of these
- v. _____is any occasion on which the brand or product is used by end customers. **1**
 (a) Customer touch point (b) Retailers touch point
 (c) Company touch point (d) None of these

P.T.O.

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- vi. Which of the following statement is correct? **1**
 (a) IDIC model of CRM includes interaction, differentiate, identify and customise factors.
 (b) IDIC model of CRM includes identify, differentiate, interact and customise factors.
 (c) IDIC model of CRM includes isolate, differentiate, identify and customise factors.
 (d) IDIC model of CRM includes introduce, differentiate, interaction and customise factors.
- vii. _____ helps an organisation to analyse the collected information and take various product related decisions. **1**
 (a) Collaborative CRM (b) Operational CRM
 (c) Sale intelligence CRM (d) Analytical CRM
- viii. Which of the following is not a purpose to analyse customer information through analytical CRM? **1**
 (a) Conduct marketing to improve marketing efficiency
 (b) Execute customer campaigns, such as customer acquisition and cross selling
 (c) Analyse non-verbal behaviour of customers
 (d) Make various management decisions, such as financial forecasting and customer profitability analysis
- ix. _____ implies that e-CRM enables marketers to view overall customer interaction history. **1**
 (a) Providing faster customer service
 (b) Measuring communication effort
 (c) Identifying customer's profitability
 (d) Reaching out customers by different channels
- x. Why most organisations require an effective e-CRM application? **1**
 (a) Maintaining a systematic and organised database for better customer feedback and support
 (b) Analysing the touch points of customer experience
 (c) Coping with fierce competition in the market
 (d) All of these

Q.2

- Attempt any two:
- i. "CRM is a strategic marketing tool." How? **4**
- ii. Explain Transactional and Relationship marketing. **4**

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- iii. "CRM is an integral part of an organisation also it is important for stakeholders". Elaborate. **4**

Q.3

- Attempt any two:
- i. Define Customer information database and customer profile analysis with example. **4**
- ii. Explain CRM process with example. **4**
- iii. What is Expectations analysis and how it is important for CRM? **4**

Q.4

- Attempt any two:
- i. What are the strategies used for acquiring the customers? **4**
- ii. Explain QCI model of CRM with diagram. **4**
- iii. Describe CRM value chain model with diagram. **4**

Q.5

- Attempt any two:
- i. Explain CRM tools of strategic CRM. **4**
- ii. 'CRM Managers are important in the hierarchy of CRM process'. How and why? **4**
- iii. What are the implementation issues in strategic CRM planning process? **4**

Q.6

- Attempt any two:
- i. Define E-CRM with its features. **4**
- ii. Explain the technologies used in E-CRM. **4**
- iii. What are the advantages of E-CRM. **4**

Q.7

Analyse the case. **10**

K-Kredit Ltd was the oldest financial services organisation in Bhopal. Over the years, there was a rapid increase in the organisation's customer base. However, it was still using traditional marketing tools, such as word of mouth. Moreover, the communication channels of the organisation were not very effective. Due to which, the organisation was facing a difficulty in maintaining a customer database and managing relationships with the customers. This resulted in the loss of several valuable customers of the organisation.

P.T.O.

Marking Scheme
MS3EM07 Customer Relationship Management

Q.1	i.	Building long-term relationships with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for? (b) Customer relationship management	1
	ii.	The four marketing activities within the customer relationship management include customer selection, customer acquisition, customer retention, plus: (b) Customer extension	1
	iii.	_____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants. (a) Consumer behaviour	1
	iv.	_____uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis. (a) Data mining	1
	v.	_____is any occasion on which the brand or product is used by end customers. (a) Customer touch point	1
	vi.	Which of the following statement is correct? (b) IDIC model of CRM includes identify, differentiate, interact and customise factors.	1
	vii.	_____ helps an organisation to analyse the collected information and take various product related decisions. (d) Analytical CRM	1
	viii.	Which of the following is not a purpose to analyse customer information through analytical CRM? (c) Analyse non-verbal behaviour of customers	1
	ix.	_____ implies that e-CRM enables marketers to view overall customer interaction history. (b) Measuring communication effort	1
	x.	Why most organisations require an effective e-CRM application? (d) All of these	1
Q.2		Attempt any two:	
	i.	CRM is a strategic marketing tool. Any four points 1 mark for each	4
	ii.	Transactional marketing Relationship marketing.	4

Q.3	iii.	CRM important for stakeholders Any 4 points 1 mark for each	4
		(1 mark * 4)	
		Attempt any two:	
Q.4	i.	Customer information database with example Customer profile analysis with example	4
		2 marks	
	ii.	CRM process with example. Five points on process	4
	iii.	Expectations analysis Importance for CRM	4
		2 marks	
		2 marks	
Q.5		Attempt any two:	
	i.	Strategies used for acquiring the customers Any four points 1 mark for each	4
		(1 mark * 4)	
	ii.	QCI model of CRM Diagram	4
		3 marks	
		1 mark	
Q.6	iii.	CRM value chain model Diagram.	4
		3 marks	
		1 mark	
		Attempt any two:	
	i.	CRM tools of strategic CRM.	4
	ii.	CRM Managers are important in the hierarchy of CRM process Any four points 1 mark for each	4
Q.7		(1 mark * 4)	
	iii.	Implementation issues in strategic CRM planning process Any four points 1 mark for each	4
		(1 mark * 4)	
		Attempt any two:	
	i.	E-CRM definition Its features any three points 1 mark for each (1 mark * 3)	4
		3 marks	
Q.7	ii.	Technologies used in E-CRM.	4
	iii.	Advantages of E-CRM. Any four points 1 mark for each	4
		(1 mark * 4)	
Q.7		Analyse the case.	
	(a)	Why implementation of e-CRM was an urge for K-Kredit Ltd?	5
	(b)	How e-CRM would be beneficial for K-Kredit Ltd?	5
