Faculty of Management
End Sem (Odd) Examination Dec-2018
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.   Building and sustaining long term business with customers is the   **1**
           aim of:
           (a) Customer Management
           (b) Customer Acquisition
           (c) Electronic customer relationship management
           (d) Customer Relationship Management

     ii.   The evolution of customer relationship marketing has progressed   **1**
           from:
           (a) Mass, target, customer, to one-to-one marketing
           (b) One-to-one, mass, target, to customer marketing
           (c) Customer, mass, target, to one-to-one marketing
           (d) Customer relationship marketing has always existed

     iii. A CRM that helps the organization to analyse the collected   **1**
           information and take various product related decision is:
           (a) Collaborative CRM   (b) Operational CRM
           (c) Sales Intelligence CRM   (d) Analytical CRM

     iv.   _____ is a person's feeling of disappointment or pleasure   **1**
           that result from evaluating a product's perceived performance to
           their expectations.
           (a) Customer loyalty   (b) Customer satisfaction
           (c) Customer value   (d) None of these

     v.   Which of the following is not an example of e-CRM?   **1**
           (a) Siebel   (b) Database   (c) Oracle   (d) my SAP

vi.	Reduced lead time for ordering products is a:	**1**
	(a) Direct benefit of e-CRM		
	(b) Indirect benefit of e-CRM		
	(c) Strategic benefit of e-CRM		
	(d) None of these		
vii.	_____ is a process of consolidating the data at a centralized location.	**1**
	(a) Data mining (b) Warehouse mining		
	(c) Data Aggregation (d) Data Warehousing		
viii.	The data warehouse is:	**1**
	(a) Read only (b) Write only		
	(c) Read write only (d) None of these		
ix.	Mobile CRM is widely used by travel and _____organization.	**1**
	(a) Retail (b) Hotel (c) Tourism (d) Hospital		
x.	Social CRM helps an organization to perform sales and marketing activities through_____	**1**
	(a) Marketing Strategy (b) Customer Support		
	(c) Social networking Sites (d) Collaboration		

Q.2	i.	Differentiate between Transactional marketing and Relationship marketing.	**2**
	ii.	Explain the Concept of CRM. State the theories of Relationship.	**8**
OR	iii.	"Relationship has since long been the key of success of marketing of Indian businesses. It has only now been recognised and glamourized". Critically analyse the statement.	**8**

Q.3	i.	Explain the types of CRM?	**2**
	ii.	Write the stages of successful CRM Implementation.	**8**
OR	iii.	What is Customer Satisfaction. Explain the Model of Customer Satisfaction.	**8**

Q.4	i.	How e-CRM helps in Business?	**3**
	ii.	Explain various technologies used in e-CRM in detail.	**7**
OR	iii.	What is e-CRM? Write the advantages of using e-CRM.	**7**

Q.5	i.	Define Data warehousing. Explain the tools of Data warehousing.	**4**
	ii.	What is meant by Data mining? Explain the task (operations) of data mining.	**6**
OR	iii.	Explain the concept of Database management. Write the process of developing a customer Database.	**6**

Q.6		Attempt any two:	
	i.	Write a note on "Emerging concepts of Customer Relationship Management"	**5**
	ii.	What is Global CRM? Mention the guidelines for a successful Global CRM	**5**
	iii.	Analyse the changes that took place in the relationship practices of Indian Banking Industry.	**5**

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Marking Scheme

MS5OE02 Customer Relationship Management

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Q.1

i. Building and sustaining long term business with customers is the aim of: **1**
(d) Customer Relationship Management

ii. The evolution of customer relationship marketing has progressed from: **1**
(a) Mass, target, customer, to one-to-one marketing

iii. A CRM that helps the organization to analyse the collected information and take various product related decision is: **1**
(d) Analytical CRM

iv. _____ is a person's feeling of disappointment or pleasure that result from evaluating a product's perceived performance to their expectations. **1**
(b) Customer satisfaction

v. Which of the following is not an example of e-CRM? **1**
(b) Database

vi. Reduced lead time for ordering products is a: **1**
(b) Indirect benefit of e-CRM

vii. _____ is a process of consolidating the data at a centralized location. **1**
(d) Data Warehousing

viii. The data warehouse is: **1**
(a) Read only

ix. Mobile CRM is widely used by travel and _____organization. **1**
(a) Retail

x. Social CRM helps an organization to perform sales and marketing activities through_____ **1**
(c) Social networking Sites

Q.2

i. Difference b/w Transactional and Relationship marketing **2**
Four points 0.5 mark each   (0.5 mark *4)

ii. Concept of CRM   2 marks   **8**
Theories of Relationship   6 marks

OR iii. Pointwise explanation 1 mark for each point   (1 mark * 8)   **8**

Q.3 i. Any four Types of CRM 0.5 mark each   (0.5 mark *4)   **2**

ii. Stages of successful CRM Implementation.   **8**
One mark for each stage   (1 mark * 8)

OR iii. Definition of Customer Satisfaction   2 marks   **8**
Model of Customer Satisfaction with diagram   6 marks

Q.4 i. e-CRM helps in Business   **3**
At least six point 0.5 marks for each   (0.5 mark *6)

ii. Technologies used in e-CRM   **7**
Pointwise explanation 1 mark for each point   (1 mark * 7)

OR iii. Definition of e-CRM   2 marks   **7**
Any five advantages of using e-CRM.
1 mark for each (1 mark * 5)   5 marks

Q.5 i. Definition of Data warehousing   2 marks   **4**
Tools of Data warehousing   2 marks

ii. Definition of Data mining   2 marks   **6**
Four task (operations) of data mining
1 mark for each operation (1 mark * 4)   4 marks

OR iii. Concept of Database management   1 mark   **6**
5 steps of process 1 mark for each (1 mark * 5)   5 marks

Q.6 Attempt any two:

i. "Emerging concepts of Customer Relationship Management" **5**
Explanation   2 marks
Three points of latest trends
1 mark for each (1 mark * 3)   3 marks

ii. Definition of Global CRM   1 mark   **5**
Four guidelines for a successful Global CRM
1 mark for each (1 mark * 4)   4 marks

iii. Five changes in relationship practices of Indian Banking Industry **5**
1 mark for each   (1 mark * 5)

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