

Code: 9E00305d

MBA III Semester Regular and Supplementary Examinations April 2014

CUSTOMER RELATIONSHIP MANAGEMENT

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Define CRM.
(b) What do you mean by the term customer acquisition?
(c) What are the economies of CRM?
- 2 (a) What do you mean by the term target marketing?
(b) List the steps involved in target marketing.
- 3 (a) What are the challenges in acquiring and retaining customers?
(b) What strategies do you suggest in developing customer base for organizations?
- 4 (a) What are the components of CRM solutions?
(b) Bring out comparison between Siebel and Oracle software in the context of CRM.
- 5 (a) Write a note on CRM strategy and planning process.
(b) Explain the procedures to identify the requirements of CRM for customers.
- 6 (a) What is the role of technology in CRM?
(b) Discuss the functions and scope of technology influences in CRM.
- 7 (a) Discuss the significance of quality in CRM.
(b) Explain the qualitative measurement methods of CRM.
- 8 (a) Identify the bottlenecks in implementing CRM.
(b) Give you suggestions in detail to overcome the blocks.
