Total No. of Questions: 6 *Total No. of Printed Pages:3*

Enrollment No.....

Faculty of Management

End Sem (Odd) Examination Dec-2017

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. Customer relationship management is about : **1**

(a) Acquiring the right customer
(b) Instituting the best processes
(c) Motivating employees
(d) All of these

ii. ..... is any occasion on which 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

iii. ..... is /are stakeholder in CRM. **1**

(a) Suppliers (b) Customers (c) Partners (d) All of these

iv. ..... is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. **1**

(a) Customer Satisfaction (b) Retailer satisfaction
(c) Company satisfaction (d) Supplier satisfaction

v. .....is a chatterbot program that serves as an online customer service representative for an organization. **1**

(a) Virtual agent (b) Virtual customer
(c) Both (a) and (b) (d) None of these

vi. ..... is/are function of CRM portal. **1**

(a) Ability to create and update records
(b) Provide access point for the variety of information
(c) Pop-up messages
(d) Both (a) and (b)

vii. Data cleaning, Data Integration and Data Consolidation are attributes of..... **1**
(a) Data Mining (b) Data Warehousing
(c) Data Safety (d) Data security.

viii. Clustering, Prediction, Decision Trees. Sequential patterns and combinations all these are techniques of..... **1**
(a) Data Abstract (b) Data Warehousing
(c) Data Mining (d) None of these.

ix. ……is the net present value of the total profits that a company could realise with the average new customer within a given customer segment during a given number of years. **1**
(a) Customer lifetime value (b) Customer satisfaction value
(c) Customer perceived value (d) Customer desired value

x. ..... is surprising a customer by exceeding his or her expectations through various touch points and thus creating a positive emotional reaction. **1**
(a) Customer delight (b) Customer Feedback
(c) Customer Satisfaction (d) Customer Reaction

Q.2 i. State and explain objectives of CRM. **3**
ii. Explain theoretical perspectives of relationship and the purpose of relationship marketing. **7**
OR iii. Define Relationship Management. Explain the Theories of Relationship. **7**

Q.3 i. Define CRM. **2**
ii. What do you mean by " Stakeholders in CRM" **3**
iii. Explain Critical Success factors in CRM. **5**
OR iv Define Customer satisfaction. Explain Kano's model of customer satisfaction. **5**

Q.4 i. What do you mean by "E-CRM" in business? **3**
ii. Explain features and advantages of using E-CRM in business now a days. **7**
OR iii. What do you understand by term "Virtual customer representative"? Explain types of customer relationship portals. **7**

Q.5 i. Define and explain database management with example. **4**
ii. Explain Data Warehousing by highlighting its functions. **6**
OR iii. Define "Data Mining". Explain its techniques. **6**

Q.6 Attempt any two:
i. Explain any two emerging concepts of CRM in business. **5**
ii. Identify the strategies used by any renowned BANK to retain the existing customers and the strategies to identify new customers. Explain whether a customer data base is maintained, and e – CRM can be implemented to add value to the service sector. **5**
iii. Case Analysis : "Role of CRM development team at ABC" **5**

ABC is one of the leading media houses in Chandigarh, India. Its services range from advertising to electronic and broadcast media. The organisation is dedicated towards maintaining long-term customer relation-ships. For this, it needs to maintain a large database of its customers.

The organisation undertakes multiple projects at a time. Therefore, it has become a challenge for the organisation to maintain proper communication with its customers, employees, and business partners. In addition, the projects of the organisation are unnecessarily getting delayed due to lack of communication among its different departments. This had led to dissatisfaction among business partners and customers, and restricted employees to perform efficiently.

Therefore, the CEO of ABC, Mr. Daniel has decided to form a CRM development team that can maintain the large database of customers and integrate different business processes of the organisation.

Questions:
(a) How would a New CRM development team help the organization?
(b) What should be characteristics of a CRM development team?

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MS5OE02 Customer Relationship Management

Marking Scheme

Q.1	i.	Customer relationship management is about : (d) All of these	**1**
	ii.	..... is any occasion on which brand or product is used by end customers. (a) Customer Touch point	**1**
	iii.	..... is /are stakeholder in CRM. (d) All of the above	**1**
	iv.	**.....** is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. (a) Customer Satisfaction	**1**
	v.	.....is a chatterbot program that serves as an online customer service representative for an organization. (a) Virtual agent	**1**
	vi.	..... is/are function of CRM portal. (d) Both (a) & (b)	**1**
	vii.	Data cleaning, Data Integration and Data Consolidation are attributes of..... (b) Data Warehousing	**1**
	viii.	Clustering, Prediction, Decision Trees. Sequential patterns and combinations all these are techniques of..... (c) Data Mining	**1**
	ix.	……is the net present value of the total profits that a company could realise with the average new customer within a given customer segment during a given number of years. (a) Customer lifetime value	**1**
	x.	..... is surprising a customer by exceeding his or her expectations through various touch points and thus creating a positive emotional reaction. (a) Customer delight	**1**
Q.2	i.	State and explain objectives of CRM. (**Any three objectives 3*1=3 marks)**	**3**
	ii.	Define relationship marketing? Explain Different types of CRM. **(definition=2 marks + Types of CRM =5 marks)**	**7**
OR	iii.	Define Relationship Management. Explain the Theories of Relationship. **(definition=2 marks + Theories=5 marks)**	**7**
Q.3	i.	Define CRM. =**2 marks**	**2**
	ii.	What do you mean by " Stakeholders in CRM" **(Point wise explanation 6*0.5=3 marks)**	**3**
	iii.	Explain Critical Success factors in CRM. **(Any five CSF 1*5=5 marks)**	**5**
OR	iv	Define Customer satisfaction. Explain Kano's model of customer satisfaction **(Definition=1 mark +Model explanation =4 marks)**	**5**
Q.4	i.	What do you mean by "E-CRM" in business? **(Meaning and point wise explanation 6*0.5=3 marks)**	**3**
	ii.	Explain features and advantages of using E-CRM in business now a days. **(Features of E-CRM=3.5 marks + Advantages=3.5 marks)**	**7**
OR	iii.	What do you understand by term "Virtual customer representative"? Explain types of customer relationship portals. **(Meaning of Virtual Customer Representative=3 marks + Types of CR portal =4 marks)**	**7**
Q.5	i.	Define and explain database management with example. **(Definition=2 marks + explanation =1 mark +example=1 mark)**	**4**
	ii.	Explain Data Warehousing by highlighting its functions. (**Data warehousing explanation=2 marks + functions=4 marks)**	**6**
OR	iii.	Define "Data Mining". Explain its techniques. **(Definition=2 marks +techniques=4 marks)**	**6**
Q.6		Attempt any two:	
	i.	Explain any two emerging concepts of CRM in business **(Emerging concept 1 with explanation 2.5 marks + Emerging concept 2 with explanation 2.5 marks)**	**5**

ii.	Identify the strategies used by any renowned BANK to retain the existing customers and the strategies to identify new customers. Explain whether a customer data base is maintained, and E-CRM can be implemented to add value to the service sector. **(Strategies explanation=2.5 marks +Utility of E-CRM in adding value=2.5 marks)**	**5**
iii.	Case Analysis : (**Case format=1 mark + Q.1=2 marks +Q.2=2 marks)**	**5**

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