**Code No.**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A. II-Semester (Supplementary) Examination, FEB-2024**

**Subject: CUSTOMER RELATIONSHIP MANAGEMENT**

**Time: 3 hoursMax.Marks:60**

**Note: Missing data, if any, maybe suitably assumed.**

**PART-A**

**Answer All the questions.**

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| **Q.No** | **Questions** | **Marks** | **CO** | **BTL** |
| **1. a** | What is Customer Loyalty?  | **2** | **I** | **BL1** |
| **b** | Define customer equity. | **2** | **II** | **BL1** |
| **c** | What is meant by Perishability in service? | **2** | **III** | **BL1** |
| **d** | Write about Campaign management. | **2** | **IV** | **BL1** |
| **e** | List out some techniques to increase customer interaction. | **2** | **V** | **BL4** |
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**PART-B**

**Answer Any Five questions**.

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| **Q.No.** |  | **Questions** | **Marks** | **CO** | **BTL** |
| **2.** | **a** | Define CRM. Discuss the evolution of CRM. | **10** | **I** | **BL6** |
| **b** | Discuss in detail about need and importance of CRM. |  | **I** | **BL5** |
| **3.** | **a** | Write in detail about the Customer Lifetime Value (CLV). | **10** | **II** | **BL4** |
| **b** | How does the ABC relate to the customer profitability analysis? |  | **II** | **BL3** |
| **4.** | **a** | What are the applications that are useful in different industries? | **10** | **III** | **BL4** |
| **b** | What is Retailing? Discuss CRM strategies in Retailing. | **P.T.O** | **III** | **BL3** |
| **5.** | **a** | What are the different types of decisions in business market? | **10** | **IV** | **BL4** |
| **b** | Who are the participates in Buying Process? |  | **IV** | **BL2** |
| **6.** | **a** | What are the challenges do you identify in CRM implementation? | **10** | **V** | **BL4** |
| **b** | Write about the role of IT for analyzing CRM practices? |  | **V** | **BL4** |
| **7.** | **a** | Enlist the various benefits of CRM. | **10** | **I** | **BL5** |
| **b** | Compare and contrast between the Product centric and Segment centric. |  | **II** | **BL6** |
| **8.** | **a** | Critically evaluate the various CRM practices and responsible in Tourism. | **10** | **III** | **BL6** |
| **b** | What are the various functionalities in Campaign Management? |  | **IV** | **BL4** |
| **9.** | **a** | Explain the structure of Customer Centric Organization. | **10** | **V** | **BL4** |
| **b** | Write in detail about the Mobile CRM. |  | **I** | **BL1** |

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