**Code No.MB207C**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A II-Semester (Regular) Examination, September-2023**

**Subject: CUSTOMER RELATIONSHIP MANAGEMENT**

**Time: 3 hours Max.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** | Write about customer profitability. | **2** | **I** | **BL2** |
| **b** | Define the term customer value. | **2** | **II** | **BL1** |
| **c** | What do you understand by Retailing? | **2** | **III** | **BL1** |
| **d** | Explain about sales force automation. | **2** | **IV** | **BL1** |
| **e** | Discuss about CRM Technology. | **2** | **V** | **BL1** |
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**PART-B**

**Answer Any Five questions**.

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| **Q.No.** |  | **Questions** | **Marks** | **CO** | **BTL** |
| **2.** | **a** | Explain the conceptual framework CRM. | **10** | **I** | **BL5** |
| **b** | What are the different types of CRM. |  | **I** | **BL2** |
| **3.** | **a** | Discuss in detail about the Marketing practices. | **10** | **II** | **BL4** |
| **b** | Write about the importance of CLV. |  | **II** | **BL3** |
| **4.** | **a** | Explain the salient features of Services. | **10** | **III** | **BL4** |
| **b** | Write about the various CRM practices in Financial Markets. |  | **III** | **BL3** |
|  |  |  |  |  |  |
| **5.** | **a** | What is the nature of Buying Unit in CRM. | **10** | **IV** | **BL4** |
| **b** | Write about the various constraint’s capabilities associated with the development of an optimal CSS Solution. |  | **IV** | **BL2** |
| **6.** | **a** | How does the CRM process can be implemented? | **10** | **V** | **BL4** |
| **b** | Explain in detail about the Performance Measurement. |  | **V** | **BL4** |
| **7.** | **a** | Write the topmost trend of CRM emerged in India. | **10** | **I** | **BL5** |
| **b** | Explain the importance of Customer Value Management in CRM. |  | **II** | **BL6** |
| **8.** | **a** | Write in detail about the Service Quality Dimension. | **10** | **III** | **BL2** |
| **b** | Explain in briefly about the CSS. |  | **IV** | **BL4** |
| **9.** | **a** | What is the role of automated in effective implementation of CRM? | **10** | **V** | **BL4** |
| **b** | Examine the need of customer satisfaction in CRM. |  | **II** | **BL1** |

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