MBA 4th Semester Examination
June. 2014
Subject-Customer Relationship Management
Subject Code – MSL-616

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. (a) Why CRM is important in today’s scenario.
   (b) What do you mean by customer satisfaction?
   (c) What is the role of Data Warehousing in CRM?
   (d) What are the factors that influence customer expectation and perceptions? [4x5=20]

SECTION – A

2. What is customer centric thinking? Why is it critical to CRM and Marketing Automation? [20]

3. Give an example of how an organisation may use household data and individual data as part of their CRM strategy. [20]

4. Explain briefly employee engagement system. What is the role of audit in CRM? [20]

SECTION – B

5. Select a service company and explain how quality is managed in the concern. [20]

6. Write short note on:
   a) Collaborative Filtering
   b) Click stream Analysis [20]

7. What are the CRM practices implemented in Retail Industry? [20]