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Question Paper Code : X 85107

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
Elective
BA 5003 – CUSTOMER RELATIONSHIP MANAGEMENT
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. List any four enablers for the growth of CRM.
2. State any four benefits of adopting CRM.
3. List the major types of database.
4. Briefly discuss the meaning of the term 'customer equity'.
5. Outline any four elements of a CRM system.
6. Select and list the strategies used for customer acquisition.
7. Describe any two CRM Tools with their core advantage.
8. What is call center management ?
9. Mention the need for data mining.
10. Outline the need for data warehousing.

PART – B

(5×13=65 Marks)

11. a) Compare the transaction orientation with relationship orientation in customer relationship management with example from passenger cars industry.
(OR)
b) Demonstrate the concept "Ladder of Loyalty" with a neat diagram.

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12. a) Illustrate with examples on how the marketing databases are utilized to interpret profitable consumer segments.

(OR)

b) Synthesize on how to calculate Customer Life Time Values (LTV metrics) and the advantages of LTV.

13. a) Point out the role of customers in the interface and application components of CRM with example from banking industry.

(OR)

b) Demonstrate any two models of CRM and their unique advantages.

14. a) Interpret the strategic CRM planning process with clear exhibits.

(OR)

b) Infer the role of CRM managers in global business environment.

15. a) Outline the process of data-mining explaining the role of interconnected modules with a neat diagram.

(OR)

b) Describe and elaborate on any three popular CRM software packages.

PART – C

(1×15=15 Marks)

16. a) Illustrate and explain the significance of CRM to the stakeholders.

(OR)

b) Assuming your role as the CRM manager of a premium car brand, explain on the process of how to respond to a corporate customer on service quality issues.
