

Duration – Two and a half hours

Marks – 75

NOTE: 1) all the questions are compulsory subject to internal choice.
2) Figures to the right indicate full marks.

Q1 (A) Multiple choice questions (any 8)

(8 marks)

1. A business strategy designed to optimise profitability, revenue and _____ satisfaction.
a. Producer b. distributor c. consumer d. government
2. CRM is a discipline that covers all _____ needed to build successful relationship with customers
a. Essential b. elements c. equipment's d. endeavours
3. Customer relationship management saves expensive data _____ time.
a. Membership b. management c. movements d. none of these
4. The _____ tier describes the company's most profitable customers.
a. Gold b. platinum c. iron d. lead
5. CRM and relationship marketing focus on customer retention and _____
a. Mutuality b. loyalty c. treaty d. popularity
6. Cross – selling done correctly means _____ the right product to the right customer.
a. Producing b. marketing c. selling d. campaigning
7. Event- based marketing is a _____ sensitive marketing.
a. Price b. place c. time d. value
8. _____ event-based marketing means reaching to a customer event in optimal time frame.
a. Static b. dynamic c. general d. special
9. Data _____ is the process of collecting and submitting data to the entitled authorities.
a. Assembling b. recording c. reporting d. reversing
10. OLAP means the on-line _____ processing
a. Analytical b. administrative c. adjustment d. affiliation

B) State whether the following statements are true or false: (any 7)

(7 marks)

1. CRM is needed in B2B transactions. _____
2. Call routing helps to save expensive man hours. _____
3. Usually the information is the raw material of CRM. _____
4. Customers evolve from strangers to partners. _____
5. Profitability is a piece of the total revenue puzzle. _____
6. CRM wastes the time and money of service organisation. _____
7. Customer segmentation refers to categories the products for the customers. _____
8. Call centres offer a range of services like all night convenience stores for 12 hours. _____
9. Listening, responding and improving does not help in customer care. _____
10. The credit card may result in reducing the customer's monthly shopping trips. _____

Q.2.

A. Explain the evolution of customer relationships. (8 marks)

B. What are the objectives of CRM? (7 marks)

OR

C. What are the components of CRM? (8 marks)

D. Explain customer profitability segments. (7 marks)

Q.3.

A. Explain the types of data analysis (8 marks)

B. Explain planning and getting information quality (7 marks)

OR

C. Explain the concepts of cross-selling and up-selling. (8 marks)

D. Explain identifying data quality issues. (7 marks)

Q.4.

A. Bring out the relevance of 3E in CRM (8 marks)

B. State and explain the steps involved in implementation of CRM (7 marks)

OR

C. Explain the CRM strategy cycle. (8 marks)

D. Explain sales force automation with suitable examples (7 marks)

Q.5.

A. Explain the ethical issues in CRM (8 marks)

B. UberEats has been launched in the US for quite some time now. And they are expanding at a fast pace in India. Food delivery is a multi-billion dollar business and Uber definitely wants a share of the pie.

Coupled with its tech-backing and sophisticated optimization algorithms it's trying its best to crack this market. Swiggy will prove to be a tough competitor, given its massive base already, and a solid delivery network. But UberEats is going to try all tricks up its sleeve to woo the restaurants and the customers and be the market leader in the country. Uber wants to have riders listed on the platform to take care of the delivery. They are trying to create a true 3-way marketplace for this business: The restaurants, delivery partners and the end users (who order the meals). This is a tough problem to crack, but it is Uber after all.

How can social media and CRM strategies be used in case of UberEats? (7 marks)

OR

C. Write short notes on: (any 3) (15 marks)

1. Global CRM
2. Social networking and CRM
3. Benefits of E-CRM
4. Different levels of E-CRM
5. Inbound and outbound communication management