

Code No: 764AB**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, September - 2023****CUSTOMER RELATIONSHIP MANAGEMENT****Time: 3 Hours****Max.Marks:75****Note:** i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A**(25 Marks)**

- 1.a) Explain in detail about the key benefits of CRM? [5]
- b) How do you create a customer information database and why it is important? [5]
- c) What is CRM process and explain its objectives? [5]
- d) Discuss in detail about key elements of CRM? [5]
- e) Explain in detail about roles and responsibilities of CRM Manager? [5]

PART - B**(50 Marks)**

2. What is Customer Relationship Management and explain the CRM application in consumer market with illustration. [10]

OR

- 3.a) How does CRM act as a strategic tool in marketing and explain the concept with latest examples? [5+5]
- b) Describe the CRM significance to the stakeholders. [5+5]

- 4.a) What is customer profitability analysis and how will you select the proper customer segment? [5+5]
- b) Discuss the concept of customer perception. [5+5]

OR

- 5.a) What is customer life time value and how do you calculate life time value of a customer? [5+5]
- b) Explain the impact of business networks on CRM. [5+5]

6. What is a CRM cycle and explain the key stages in the CRM cycle with suitable examples? [10]

OR

- 7.a) How does CRM benefit marketing organizations in terms of improving customer engagement and loyalty? [5+5]
- b) Brief on CRM affiliation in retaining sector. [5+5]

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- 8.a) Discuss the common challenges that businesses encounter when implementing customer acquisition strategies through CRM?
b) What are the elements of CRM process? [6+4]

OR

QA QA QA QA QA QA QA G

- 9.a) What are the key benefits of focusing on customer retention strategies in CRM?
b) Describe the KOEL's Model with an illustration. [5+5]

- 10.a) What is E-CRM and explain the features and advantages of E-CRM?
b) Examine the trends in CRM in modern era. [5+5]

OR

11. What is CRM planning process and explain the different phases of CRM planning process with suitable examples. [10]

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