

**Code No: 764AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, February - 2024****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) What are the most important benefits of CRM? [5]
- b) Elaborate on CRM in front- office operations. [5]
- c) Do I need a CRM system for my small business? Elaborate [5]
- d) Elaborate on Customer Retention strategies. [5]
- e) Write short notes on Functional Components of e CRM. [5]

**PART - B****(50 Marks)**

2. Explain the steps in customer relationship management and brief on application of CRM in business market? [10]

**OR**

3. Explain the objectives of a CRM strategy and describe the issues in application of CRM in consumer market. [10]

- 4.a) Explain factors that influence Customer Perception.
- b) Describe the methods of expectations analysis [5+5]

**OR**

- 5.a) Explain the classifications of systems connected to CRM.
- b) Brief on business networks and CRM. [5+5]

- 6.a) Explain CRM value chain with example.
- b) Illustrate the 4C's of CRM process. [5+5]

**OR**

- 7.a) Explain the process of selection of profitable customer segments.
- b) Discuss the CRM affiliation in retailing sector. [5+5]

8. Explain the strategies for customer acquisition and prevention. [10]

**OR**

9. Explain KOEL's Model in detail? Explain how it is useful for making decisions by CRM manager. [10]

QA QA QA QA QA QA QA G

10.a) Explain the various e-CRM tools.

b) Describe the role of CRM managers in CRM with a real case example.

[4+6]

**OR**

11. Write short notes on the following:

a) CRM software packages.

b) Role of interactive technologies in CRM.

[5+5]

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