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Roll No. ....

**II-495**

**M.B.A. EXAMINATION, May 2017**

(5 Years Integrated Course)

(Ninth Semester)

(Re-appear Only)

MBI-MM-09

CUSTOMER RELATIONSHIP

*Time : 3 Hours]*

*[Maximum Marks : 70*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Section. All questions carry equal marks.

(1-11/31) M-II-495

**P.T.O.**

### **Unit I**

1. How is customer satisfaction measured ? How important is it ?
2. Write short notes on the following :
  - (a) Customer Life Time Value
  - (b) Different Types of CRM.

### **Unit II**

3. Explain the concept of Sales Force Automation and Why is it required for Business Entities ?
4. What are the reasons that a customer switches from one company to another company for required production services.

### **Unit III**

5. "Higher Customer expectations lead to a greater chance of Customer Dissatisfaction." Comment it.
6. Discuss in details the different building blocks of CRM programme.

### **Unit IV**

7. Write a detailed note on the concept of Enterprise Marketing Management (EMM).
8. List out the various key performance indicators related to the dimensions of CRM.