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Roll No.

18CC2012

M.B.A. EXAMINATION, May 2019

(Third Semester)

(C Scheme) (Re-appear)

MM04C

CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 75

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.

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

(4-07/19) M-18CC2012

P.T.O.

Unit I

1. What is customer satisfaction ? Mention the various tools to measures the customer satisfaction.
2. What is analytical CRM ? What value does analytical CRM adds to business design ?

Unit II

3. Explain the role of data warehousing and data mining in CRM.
4. Mention the strategies which are followed by companies to retain their customers.

Unit III

5. What are the major supports and challenges the organization face while implementing CRM system ?

6. Write notes on the following :

- (a) Differentiate between customer expectations and customer satisfaction.
- (b) Building Blocks of CRM

Unit IV

7. State the different types of CRM metrics. Explain this concept for the online ticket booking.
8. Write a detailed note on enterprise marketing management.