

Code: BA3T3

**II MBA - I Semester - Regular / Supplementary Examinations
DECEMBER 2016**

CUSTOMER RELATIONSHIP MANAGEMENT

Duration: 3hours

Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a) Customer Information Database.
- b) Customer Profile analysis.
- c) Internal Marketing.
- d) Customer Retention.
- e) Call Center Management.
- f) Mention the implementation issues of CRM package.
- g) Customer Segments.
- h) Team Selling.

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Explain the Schools of thoughts of CRM.

OR

b) Distinguish between Transactional Approach Vs Relationship Approach.

3. a) What is customer perception. How can organizations understand the customer?

OR

b) Explain the Customer behavior in relationship perspective.

4. a) Describe various Customer Relationship Management Tools.

OR

b) How can be organizations are building capabilities through Internal Marketing?

5. a) Define Customer Value. Discuss the seven P's of marketing.

OR

b) Customers are value maximizers and risk minimizers. Comment with examples.

6. a) Critically examine the CRM in services product markets.

OR

b) Explain in detail the process of Team Selling.

SECTION – C

7. Case Study

1 x 10 = 10 M

“Shoppertainment” at Retail Stores:

“Customers today are looking for value and delight, satisfaction is minimum expected and it is very difficult when it's a service”. When one looks at the shopping behavior of the Indian customer, it is really complex, it is much the same as the customer across the world.

Today's customers just do not go for shopping, so as to buy they take it as an activity which would also give them some time-off and a relief from their routine. Taking a cue from this, many

retailers have started creating an ambient shopping place, great layouts, fantastic locations, which not only helps one to shop, but give them beyond, the value and delight, as a great shopping experience, which makes them to visit the place again and again. They have gone a long way in providing, amenities, eateries, cinemas, music, books, relax areas, spas, etc, much to the delight of the customer, making his shopping a real “***SHOPPERTAINMENT***”.

Discuss themes:

- i. Comment on the starting sentences, giving reasons for your remarks and suggest some strategies for the retail services stores for the same.
- ii. Take a retailer of your choice, who has gone beyond to create an Overall service experience for the customer and service marketing strategies used.