

26/11/19  
Tuesday

Paper / Subject Code: 45913 / Marketing : Customer Relationship Mangement.

TYBMS Sem IV CBSGS, Nov, 19

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Copies

10:30am to 1:00pm

Time: 2 ½ Hours

Marks: 75

- NB. 1) All questions are compulsory.  
2) Figures to the right indicate marks.

**Q1. ATTEMPT ANY TWO QUESTIONS**

15 Marks

- 1 Write a note on Service Level Agreements.
- 2 Explain various components of CRM.
- 3 Explain in detail Evolution of Customers Relationships Management.

**Q2. ATTEMPT ANY TWO QUESTIONS**

15 Marks

- 1 How Personalisation and Event based marketing will help the organization in maintaining relationship with the customers?
- 2 What are the quality issues identified in the data?
- 3 Explain the role of Call center and Customer care.

**Q3. ATTEMPT ANY TWO QUESTIONS**

15 Marks

- 1 What are the measures to evaluate CRM?
- 2 Explain Company Profit Chain.
- 3 Explain CRM strategy cycle.

**Q4. ATTEMPT ANY TWO QUESTIONS**

15 Marks

- 1 Elaborate on the recent trends in CRM.
- 2 How social networking will help to maintain better relations with customers in an organization?
- 3 Explain the concept of E-CRM with various Software app for customer service.

**Q5. CASE STUDY**

15 Marks

Anaya Ltd is one of the leading houses in Ahmedabad. Its services range from advertising to broadcast media. The organization is dedicated towards maintaining customer relationships. For this, it needs to maintain a large database of customers.

The organization undertakes multiple projects at a time. Therefore it has become a challenge for the organization to maintain proper communication with its customers, employees and business partners. In addition to the projects, organization are unnecessarily getting delayed due to the lack of communication between different departments leading to dissatisfaction amongst business partners. Therefore, the CEO of Anaya Ltd., Mr Sonu decided to form CRM development team that can maintain large database of customers and integrate different processes of the organization.

Questions:

- 1 Analyse the case. 7.5
2. How would the new CRM development team help the organization? 7.5