Printed Pages : 3

373

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MAM404 (A)

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 293407

Roll No. ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚

MAM (Semester-IV)

THEORY EXAMINATION 2015

CUSTOMER RELATIONSHIP MANAGEMENT

[CARRY OVER]

Time : 3 Hours]   *[Total Marks : 100*

Note: Attempt questions from each section as per given instructions.

[SECTION – A]

1. Attempt any four questions from this section:

[5x4=20]

(a) What do you mean by CRM?

(b) What is CRM implementation?

(c) What is the significance of customer satisfaction?

(d) What are the elements of service quality?

293407]   (1)   [Contd...

(e) What are the various technologies used in CRM? Explain.

[SECTION – B]

2. Attempt any three questions from this section.

[10x3=30]

a. "Marketing has gone through a paradigm shift". Justify the statement with proper agreements. Also explain why this paradigm shift was required.

b. What do you mean by measurement of customer satisfaction? Explain various methods to measure customer satisfaction.

c. What are the factors which influence the customer expectations of service? Explain in detail.

d. What are the various criteria for creating value for customers? Explain its 11C'S in detail.

e. What reasons do you attribute to the increased implementation of CRM in business organizations?

[SECTION – C]

Note: Attempt all question from this section.   [10x5=50]

3. What are the phases in CRM implementation? Discuss in detail.

OR

What are the various types of CRM programmes? Explain the various methods of measuring effectiveness of CRM programme.

4. What are the various phases of measuring of customer satisfaction? Discuss in detail.

OR

What role does customer satisfaction play in overall customer relationship management strategy formulation of a service organization?

5. What are the applications and limitations of gap model?

OR

Analyse and explain the factors to be considered to study the customer perception of a service company.

6. What are the components that constitute the architecture of data mining? Explain with the help of a suitable diagram.

OR

Explain the architecture of data warehouse and its components with suitable diagram.

7. "Customer Relationship Management is also called Customer Retention Management". Elucidate.

OR

Write an essay on Customer Life Time Value.

—X—