Printed Pages—3   **MB114**

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

PAPER ID : 1167   Roll No. ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

M.B.A.

(SEM. I) ODD SEMESTER THEORY
EXAMINATION 2013-14

CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours   *Total Marks : 100*

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

SECTION—A

Answer all **ten** questions in **50-75** words. All questions carry equal marks.   **(2×10=20)**

1.   (a)   What is Customer Relationship Management ?

      (b)   Who are stakeholders in CRM ?

      (c)   Explain the concept of customer satisfaction.

      (d)   What is word of Mouth Promotion ?

      (e)   What is zone of Tolerance ?

      (f)   Explain the concept of service quality.

      (g)   What is E-CRM ?

      (h)   What is meant by Database Management ?

      (i)   Explain the concept of customer value.

      (j)   What is Rural CRM ?

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SECTION—B

Answer any **three** of the following questions in not more than **200** words. (10×3=30)

2. (a) Discuss the paradigm shift in marketing as a discipline over the years.

   (b) What do you mean by Customer Satisfaction ? Explain various components of Customer Satisfaction ?

   (c) Explain SERVQUAL scale of measuring service quality, along with its Limitations and Benefits.

   (d) What do you mean by Data Mining ? Explain its various Tools and Techniques.

   (e) What is service recovery management ? Enlist the advantages of service recovery management.

SECTION—C

Answer the following questions in not more than **500** words. (10×5=50)

3. Briefly discuss the following :—

   (a) Various stages of Relationship.

   (b) Equity Theory of Relationship.

OR

Discuss Customer Relationship Management (CRM) Comprehension with its diagram.

4. Explain customer satisfaction index and Kano model of measuring customer Satisfaction.

OR

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Explain various customer satisfaction models along with the significance of customer satisfaction.

5. Explain different dimensions of service quality. And also explain knowledge, standards and delivery GAP in GAP model.

OR

"To achieve greater chances of customer satisfaction, building-up higher customer expectation should be avoided." Analyse the statement in the light of customer expectation, customer perception and customer satisfaction.

6. What do you mean by oracle ? How does it help to manage the CRM of an organization effective ?

OR

What do you mean by call centre ? Explain various functional components of CRM.

7. How do you see the future shape and form of customer Relationship Management practices of Hospitality industry ?

OR

What is employee customer linkage ? Explain it with the help of diagrams and examples.