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MBTM-023

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

PAPER ID : 270226

Roll No.

MBA

THEORY EXAMINATION 2014–15
SPECIAL CARRY OVER
CRM

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

SEC (A)

Q1. Attempt any five questions (5*4)

a. Explain the significance of CRM.

b. What do you mean by operational CRM?

c. Explain the concept of customer loyalty in CRM.

d. Explain the concept of Relationship marketing.

e. Explain service quality.

f. What do you mean by voice portal?

g. Explain the concept of customer life time value.

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SEC (B)

(10*3)

Arion Auto was a dealer for the Hanuman Motor Company, India's most popular car market. Aimed at the first time buyer, the company had notched up 80 percent market share at one time. Gradually, with the entry of new players, the share has come down to about 50 percent by 2003, but there was still a large market for its 800 cc car. In other segment, the company had a much lower share.

A customer who had just bought the car from Arion was upset, as the car has developed a couple of significant problems within a week. It had an unexplained noise in the engine while turning and its rear bumper had come loose. The customer claimed that he had been sold a defective car, and that the dealer should replace it with a new one.

The service manager at Arion motors tried to communicate to the buyer that it was company policy to rectify any problem within the warranty period free of cost, and that he would do the same, as per the policy. However, the customer was not satisfied, as he would have to suffer great inconvenience on account of it.

Q2. (a) What should the Arion service manager do to resolve the problem of the customer?

(b) Should the company directly deal with the customer?

(c) If you were the customer, what actions you would have taken against the company?

SEC (C)

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(12.5*4)=50

Q3 (a) What are the different challenges in effective implementation of CRM system?

Or

Q3 (b) What do you mean by customer satisfaction and its importance?

Q4 (a) Explain the different methods of measuring customer satisfaction in an organization.

Or

Q4 (b) Explain the Gap model of customer satisfaction.

Q5 (a) Explain in detail the concept of call center CRM.

Or

Q5 (b) Explain employee customer linkage in CRM.

Q6 (a) What do you mean by service recovery management?

Or

Q6 (b) What do you understand by quality and how it is connected with CRM?

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