



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

PAPER ID : 270226

Roll No.

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M. B. A.

(SEM. II) THEORY EXAMINATION, 2014-15
CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

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

SECTION – A

1 Attempt any four questions : 5×4=20

- (a) Define CRM. What are the major objectives of CRM ?
- (b) What do you mean by customer loyalty ?
- (c) What is CRM strategy ?
- (d) Define Rationale of Customer Satisfaction.
- (e) Discuss Paradigm shift of Relationship Marketing.
- (f) Define Customer Intelligence.

SECTION – B

- 2 **Note : Read out the case and answer the questions given at the end.** 15×2=30

Nestle: Helping to Develop Local Dairy Industry

Nestle's dairy development heritage in India began humbly in Moga on 15 November 1961, collecting only 511 kgs of milk on our first day. Today Nestle's Moga factory collects over 1.3 million kgs of milk per day during the flush season, with over 110,000 farmers in India selling milk to Nestle.

Nestle's milk collection area has expanded over the years and today covers 30,000 square kilometres. We have also constructed 2,815 milk collection centres in villages across the country to facilitate our considerable daily milk collection.

One of Nestle's many success stories in the dairy sector is that of milk farmer Jagdeep Singh Sandhu, who hails from the village Assal in Ferozepur. Jagdeep began dairy farming in 2001 with one buffalo as he found the milk market remunerative. By 2004, he had managed to gradually increase his herd of buffaloes to 25. He soon associated himself with Nestle who, by 2007, had assisted him in procuring a loan and encouraged him to increase his cow herd to 36 animals. In 2008, Nestle sponsored Jagdeep's visit to the World Dairy exposition in USA to gain more knowledge regarding commercial dairy farming. After his visit, Nestle introduced best practices for dairy farming at his farm, including better calf management, silage preparation and shed expansion.

With the adaptation of best practices at Jagdeep's farm, he soon saw increased milk productivity. Nestle consequently installed a milk chilling facility at his farm to ensure 'chilling at source'. In 2010, we also installed a milking parlour at his farm.

Today Jagdeep owns 78 cows in all, with 40 cows in milk, producing an average of 700 kgs of milk daily. His total income from milk is INR 32,00,000 every year. In his six year long relationship with Nestle, Jagdeep has come a long way and is today a role model for other farmers in the area. In September 2010, the Deputy Commissioner of Ferozepur visited Jagdeep's farm and highly commended his efforts.

Questions :

- (a) Has nestle succeeded in changing business through CRM ?
- (b) State your observations regarding CRM in the case.

SECTION – C

Attempt all the questions from this Section. 5×10=50

- 3 What are the benefits of the implementation of SFA ?**

OR

Enumerate the functions of customer relationship management in detail.

- 4 What is CRM business plan ? Explain the important contents of a CRM business plan.

OR

What do you mean by Service Gap and its types ? How could these gaps be removed ? Comment.

- 5 What are the stages of Customer life Cycle Management ? Highlight your answer in reference with Banking Service to a Customer.

OR

Discuss the factors affecting Customer satisfaction.

- 6 Explain the significance of customer value creation for customer loyalty.

OR

What do you mean by Call Centre & Multimedia Contact Centre ? Also give an account on several technologies of Call Centre.

- 7 Define Rural CRM. Also give the limitations of Rural CRM.

OR

Knowing your customers can be the wisest survival principle today. Justify this statement with suitable example.