

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (R), MAY 2023

(2021 Scheme)

Course Code : 21MBA208

Course Name: Customer Relationship Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Define CRM.
2. How to do the customer retention?
3. What is market automation?
4. Who is corporate customer?
5. Write about e.CRM?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Describe the models for CRM.
7. What is market segmentation? How is the practice of market related to marketing concept.
8. Explain the modeling service quality.
9. Discuss the analytics for structured and unstructured data.
10. CRM is vital in today's marketing world for building long term relationships and customer retention. Identify why firms should adopt and implement CRM

PART C

(Compulsory question, the question carries 20 marks)

11. A&B is a fast-growing Indian pharmaceutical company. It needs to deploy a CRM solution to strengthen its sales and marketing. And build a robust systems to track customers, strengthen customer relations and enhance sales force productivity. In 2022, the firm is considering several CRM solutions which have been shortlisted on the basis of features and price. A&B is facing important questions: Which of the CRM solutions best suits the firm? What will be the direct and indirect effects of the implementation? With these questions in mind, the company Director Saminath Sharma is reviewing the details of the various CRM solutions and wondering if he should invest INR 50 million in one of the products. He wants to know what approach he should adopt in implementing such a solution and what

challenges he should expect for successful implementation.

a) Suggest a plan for implementing the CRM solution. Should it implement the solution for the entire salesforce at once or do it in a phased manner?

Marks (10)

b) What possible challenges would A&B encounter? How can it mitigate these potential challenges?

Marks (10)
