

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

PAPER ID : 1167 Roll No. 1363270681

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 ?

### 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**

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 effectively ?

**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.