

Code: 9E00305d

M. B. A - III Semester Regular Examinations, January 2012
CUSTOMER RELATIONSHIP MANAGEMENT
(For students admitted in 2010-11 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 What do you know about CRM? Explain how CRM is built in a business organization.
- 2 Discuss the role of CRM in enhancing the customer loyalty in an organization.
- 3 What do you understand customer retention? Explain how ERP system improves the customer retention and development.
- 4 Discuss the various components in customer relationship management solutions.
- 5 Explain the road map of CRM and discuss how you manage the CRM project effectively.
- 6 What are the road blocks of CRM and suggest measures to overcome them?
- 7 What are the technological and operational issues involved in implementation of CRM?
- 8 What are the various ethical issues do you think really are road blocks in designing CRM system in an organization? Discuss.
