

DEPARTMENT OF MANAGEMENT

School of Management & Business Studies

JAMIA HAMDAED

Online Semester End Examination September 2021

MBA [Semester IV]

Subject Name: **Customer Relationship Management**

MM: 75

Subject Code: MBA-GE-MM-09

Time: 03 Hours

Email Id of Examiner: 4semmba21@gmail.com.

Email Id of Dean: deanmanagement@jamiyahamdaed.ac.in

Email Id of the Assistant Superintendent of Exams: mba4june2021@gmail.com

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ¼ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.(15 X5=75)

Q1. a) Explain the purpose and benefits of the integration of CRM with other functions of the organization.

Q1 b) "Involvement and commitment of employees is instrumental for the success of CRM". Justify the statement with the help of corporate examples.

Q2. Citing at least two relevant examples, highlight the different levels of CRM adaptation and e-CRM applications being used in these companies.

Q3. Describe the steps undertaken to build a loyalty program. What are the different types of loyalty programs? What are the reasons for their success or failures?

Q4. "Implementation of concept of Customer Lifetime Value helps an organization in prioritizing its customers and helps as a cost-cutting tool". Making appropriate assumptions, explain the process of calculating CLV.

Q5. Explain the concept of Customer Life Cycle. Citing at least two relevant examples, explain the concept of customer lifecycle marketing.

.....