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**Department of Management**  
**Even Semester Examination - July 2023**  
**MBA-IV Semester**  
**MBA-GE-MM-09**  
**Customer Relationship Management**

**Roll No....**

Duration: 3 Hour

Max.Marks -75

(15X5=75)

***Note: Attempt any Five Questions. All questions carry equal marks***

Q1: CRM is so much concerned with retention of customers that it often ignores the idea of customer acquisition. Do you agree? Elaborate.

Q2: If you can understand CRM then you can predict customer's choice. If you can predict customer's choice then you can control the buying process. Debate, either in favour or against.

Q3: Show some instances wherein event based marketing practices have successfully been linked with CRM or vice-versa.

Q4: CRM strategy in marketing is comparable with the central nervous system in humans. Discuss.

Q5: Often the best CRM ideas and programs are thwarted by poor infrastructure and budgetary allocations. Debate.

Q6: Artificial intelligence is a new tool in the armoury of CRM. But it can prove to be a double edged sword. Discuss for or against.

Q7: Discuss the notion of customer lifetime value. What tools are available in analytical CRM to judge and influence lifetime value?

Q8: Show your acquaintance with the idea of Enterprise Resource Planning (ERP). Provide some contemporary examples of ERP applications which are being successfully utilized in CRM/eCRM.

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