

Your Roll No.....

**DEPARTMENT OF MANAGEMENT**  
**M.B.A. Semester IV EXAMINATION, 2022**  
**Paper-MBA -MM-09**  
**CUSTOMER RELATIONSHIP MANAGEMENT**

**Time: Three hours**

**Maximum Marks: 75**

(Write your roll no at the top immediately on receipt of this question paper.)

**Attempt any 5 question.**

All questions carry equal marks i.e. **15 marks each.**

1. What is Customer Relationship Management? Discuss its scope with the help of relevant examples and explain its advantages and disadvantages.
  2. Discuss the varied components and the different types of CRM in detail.
  3. "Involvement and commitment of employees is instrumental for the success of CRM". Justify the statement with the help of corporate examples.
  4. What is e-CRM. Differentiate between CRM and e-CRM and discuss the benefits and challenges in e-CRM.
  5. Explain the concept of Customer Life Cycle. Citing at least two relevant examples, explain the concept of customer lifecycle marketing.
  6. Explain the concept of customer segmentation in CRM. Discuss the bases through which the organisations can segment their customers. And highlight the importance of segmentation in CRM.
  7. (i) The cost of acquisition of a customer is Rs 3500 and it costs Rs 500 per year to retain that customer. The revenue from the customer is Rs 100 in the first year, Rs 1200 in the second year and thereafter it is Rs 200 every year. If the discount rate is 15% compute lifetime value of a customer considering the life of the customer to be 5 yrs.  
(ii) In the context of the above, compute CLV if the customer defection rate is 10%.
  8. 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?
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