

MBA III Semester Regular & Supplementary Examinations November/December 2016

CUSTOMER RELATIONSHIP MANAGEMENT

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

PART - A

(Answer the following: (05 X 10 = 50 Marks))

1 What is CRM? Explain evolution of CRM.

OR

2 Briefly discuss the economics of CRM.

3 Define sales force. Explain the advantages and disadvantages of sales force automation.

OR

4 Explain various product offerings in the CRM market space.

5 Write an essay on technological and operational issues in implementing CRM.

OR

6 Explain the barriers to Customer Relationship Management.

7 How to design an effective relationship management system for CRM?

OR

8 Explain the advantages and disadvantages of customer relationship quality management.

9 Explain the Roadblocks to customer relationship management.

OR

10 Write an essay on future of customer relationship management.

PART - B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

CUSTOMER SERVICE AT JETBLUE

JetBlue is a successful US low-cost carrier known not only for its prices, but for friendly and helpful customer service, winning multiple JD power customer service awards. It created its first twitter account in 2007.¹⁶ Initially, like so many new technology users; the company felt that twitter would be a sales promotion channel. Indeed, JetBlue has been imaginative in building its following and promoting ticket sales over the new channel.

As its competence grew, JetBlue was able to use twitter for real-time customer service. An anecdote is that a customer tweeted that he had left sunglasses at one of the stages before boarding and head office team monitoring the twitter-feed was able to arrange for them to be found and returned to the passenger prior to boarding the aircraft. Customer frustrations, experiences and pleasant surprises are easier to capture at the moment they are experienced, and JetBlue's active engagement with customers over twitter improves its ability to feel the experience as a customer does and make necessary improvements quickly.

Questions:

(i) Analyze the case and identify the problem.

(ii) What type of promotion channel taken by the company and how it is useful to the customer?

(iii) Did the customers satisfied by the services provided by the customers.
