

MBA III Semester Supplementary Examinations May 2018

**CUSTOMER RELATIONSHIP MANAGEMENT**

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

**PART – A**

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

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- 1 State mention that the nine truths of relationship marketing. Explain.  
**OR**
- 2 What is customer loyalty? Describe the customer loyalty ladder. Explain.
- 3 Why is it important when performing a retention analysis to include just as many 'quitters' as 'stayer' in the data set? Explain your answer.  
**OR**
- 4 How do you apply CRM software in your company?
- 5 Enumerate various elements in building a relationship with the consumer. Explain.  
**OR**
- 6 Do you have focus on various issues involved in the planning of CRM implementation?
- 7 Think of three recommendations designed to improve the security of your critical business system in multichannel environment. Discuss.  
**OR**
- 8 How do you understand and measure service quality in CRM?
- 9 Using your own experience as a customer, list a number of positive examples of companies which apply CRM.  
**OR**
- 10 Describe how many factors which influence the future of CRM.

**PART – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

American financial magazine "Global Finance" has chosen Bank Vienna, Austria as Austria's best bank, based on the results of its "The World's Best Banks in developed Markets" annual survey. Bank Vienna's CEO Fredic Tully says, "The award from 'Global Finance' acknowledges our employees' commitment and professionalism and reflects the fact that we are not only Austria's biggest bank, but also its best."

A letter of credit was opened by Mr. Roberts- Chief Manager-Bank Vienna, Austria to Mr. Aloknath an Indian exporter for US\$ 10 million for 500 tons, which were to be shipped from India, each month from October 2007 to February 2008 and the export invoice for US\$ 2 million were to be drawn for each month's shipment. This was the principle condition of Letter of Credit which was issued by Bank Vienna, Austria. The export invoices for first two months were duly retired. There was no shipment made by Mr. Aloknath, an Indian exporter and no export invoice was raised during the month of December, 2007. In the month of January, 2008, an export invoice for US\$ 4 million was received by the opening bank- Bank Vienna, Austria, covering 200 tons of goods from Mr. Aloknath. Mr. Roberts-Chief Manager, Bank Vienna-Austria observed following discrepancies:

Contd. in page 2

- Containers numbers mentioned in export invoice were not matching with containers numbers as mentioned in Bill of Lading (BL)
- Price of goods was indicated in packing list
- Bill of Lading dates were prior to date of certificate of origin of goods.
- There was no shipment and export invoice in the month of December, 2007.

Letter of Credit opened by Mr. Roberts, Chief Manager, Bank Vienna, Austria is a case of LC with specific condition. In case there is no shipment during any particular month, the LC automatically expires as per provisions of UCP600. Somehow this important point was overlooked by the Indian exporter, Mr. Aloknath.

Thus Bank Vienna, Austria was unable to honour export documents due to the above mentioned discrepancies in accordance with article 16 of Uniform Customs and Practice for Documentary Credits (UCP 600).

However, Mr. Roberts –Chief Manager, Bank Vienna, Austria, advised the Mr. Aloknath the Indian exporter through SBI, the Indian negotiating bank to approach the foreign customer for export document acceptance and held the export documents at exporter's risk and disposal. Further he coordinated export document acceptance activities with principal foreign client. Accordingly Mr. Aloknath approached his principal foreign client who arranged the acceptance of export documents in due course of time.

The export invoice for the month of January, 2008, was duly retired after securing document acceptance from the foreign customer with necessary discrepancies charges.

**Questions:**

- (a) What was the principle condition of Letter of Credit?
- (b) What were the discrepancies in general observed by Mr. Roberts in exports documents?
- (c) What was the effect of discrepancies?
- (d) How Mr. Roberts helped Mr. Aloknath?
- (e) What was the reason for providing help by Mr. Roberts to Mr. Aloknath?

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