

MBA III Semester Supplementary Examinations May 2017
CUSTOMER RELATIONSHIP MANAGEMENT
(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What is CRM? Explain economics of CRM.
OR
- 2 Explain about evolution of CRM.
- 3 Explain various product offerings in CRM market space.
OR
- 4 What is ORACLE CRM? Explain its components.
- 5 Explain about complain management.
OR
- 6 Define sales force. Explain advantages and disadvantages of sales force automation.
- 7 Explain about technological & operational issues in implementing CRM.
OR
- 8 Explain about Barriers to CRM.
- 9 Explain CRM road blocks.
OR
- 10 Write a note on Future of CUSTOMER RELATIONSHIP MANAGEMENT.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

SALES FORCE AUTOMATION AT ROCHE

Roche is one of the world's leading research-based healthcare organizations, active in the discovery, development and manufacture of pharmaceuticals and diagnostic systems. The organization has traditionally been product-centric and quite poor in the area of customer management. Roche's customers are medical practitioners prescribing products to patients.

Customer information was previously collected through several mutually exclusive sources, ranging from personal visits to handwritten correspondence and not integrated into a database, giving incomplete views of the customer.

Roche identified the need to adopt a more customer-centric approach to better understand their customers, improve services offered to them and to increase sales effectiveness. Roche implemented a sales force automation system where all data and interactions with customers are stored in a central database which can be accessed throughout the organization. This has resulted in Roche being able to create customer profiles, segment customers and communicate with existing and potential customers. Since implementation Roche has been more successful in identifying, winning and retaining customers.

Questions:

- (a) Analyze the case and identify the sales force automation techniques used by ROCHE.
- (b) Advise some sales force techniques to ROCHE.
