

Code: 9E00305d

MBA III Semester Supplementary Examinations May 2018

CUSTOMER RELATIONSHIP MANAGEMENT

(For students admitted in 2013 as a last chance)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the factors that led to the evaluation of CRM.
- 2 Discuss important models of customer satisfaction.
- 3 Develop a model of complaint management with reference to telecom service.
- 4 Discuss the importance of SAP used in CRM.
- 5 Write the applications of data mining in retail and banking industry.
- 6 Explain various barriers in implementing CRM in passenger car industry.
- 7 Design an effective CRM system for online marketing company.
- 8 Outline ethical issues involved in effective CRM.
