

Code: 9E00305d

MBA - III Semester Regular & Supplementary Examinations, January/February 2013

**CUSTOMER RELATIONSHIP MANAGEMENT**

(For students admitted in 2009, 2010 and 2011 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Write short note:
  - (a) Relationship selling concept.
  - (b) Evaluation of CRM.
  
- 2 The role of CRM building the customer satisfaction and loyalty.
  
- 3 Write a short note:
  - (a) Complaint management.
  - (b) Sales force automation.
  
- 4 Write short note on:
  - (a) Components of CRM solution.
  - (b) Major players in CRM software market.
  
- 5 Managing the CRM project is difficult than implementing.
  
- 6 Explain the technological and operational issues in implementing CRM.
  
- 7 Steps to follow selecting quality CRM package.
  
- 8 How do you predict the future of CRM in the modern marketing scenario?

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