

Code No: 744AB**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, September - 2020****CUSTOMER RELATIONSHIP MANAGEMENT****Time: 2 hours****Max.Marks:75**

**Answer any five questions
All questions carry equal marks**

- 1.a) Explain how CRM has changed the dynamics of business marketing.
b) What are the challenges in switching over to CRM from traditional marketing? [7+8]
- 2.a) What do you understand by customer profile analysis?
b) How would you estimate customer life time value? Illustrate. [8+7]
- 3.a) What is perception? What is the importance of gauging customer perception?
b) What is the need for customer analysis in CRM? [8+7]
- 4.a) Why 'return policy' is important in retailing?
b) Explain the importance of touchpoints as a starting point for the development of a CRM system. [7+8]
- 5.a) What is CRM value chain? What is the importance of value chain analysis?
b) How does on line CRM initiatives help customer loyalty? [7+8]
- 6.a) What is 'six-market fit' for Customer Relationship Management?
b) What are the various elements of CRM roadmap? [8+7]
- 7.a) How can call centers contribute to better CRM in organization?
b) Explain the importance of business analytics for the success of CRM. [8+7]
8. What are some of the software packages for CRM implementation? Discuss any two packages and evaluate them. [15]

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