

Code No: 744AB**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, March/April - 2021****CUSTOMER RELATIONSHIP MANAGEMENT****Time: 3 hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- 1.a) Discuss the factors determining the success of Customer Relationship Management.
- b) What are the objectives of CRM? [8+7]
2. What is the context of relationship management? Explain about the transactional Vs relationship approach of CRM and the pros and cons of each of the approaches. [15]
3. Discuss about the significance of customer relationship management to its stakeholders in detail. [15]
- 4.a) Explain the customer behavior from relationship perspectives.
- b) What is the framework for customer value creation? [8+7]
- 5.a) What are 4C's of CRM process?
- b) What is the concept of customer value? [8+7]
6. Discuss the strategies which are followed by companies to retain their customers. [15]
7. Discuss with examples of CRM roadmap for business applications. [15]
8. How do you adopt the simple CRM practices for a FMCG company in India? [15]

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