

**Code No: 764AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, July - 2021****CUSTOMER RELATIONSHIP MANAGEMENT****Time: 3 hours****Max.Marks:75**

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

---

- 1.a) In your view, why do companies need CRM?  
b) What are the components of CRM? [7+8]
- 2.a) Explain the growing importance of Customer Relationship Management.  
b) What are the benefits of CRM? [7+8]
- 3.a) Illustrate the concept of Customer life - time value  
b) Explain how IT would help in building relationship with the customer. [7+8]
4. State the significance of attaining interactivity for a firm with its customers for building relationship in Indian environment. [15]
- 5.a) What are the objectives of a CRM process?  
b) Explain the phases of CRM cycle. [7+8]
- 6.a) What is the importance of customer retention?  
b) Explain the Customer Retention strategies. [7+8]
- 7.a) Differentiate the functions of CRM and e-CRM.  
b) Explain the role of CRM managers. [7+8]
8. Explain in detail the integration of CRM with ERP system and its approaches. [15]

--ooOoo--