

**R19**

**Code No: 764AB**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, March/April - 2022**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Time: 3 Hours**

**Max.Marks:75**

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

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1. What makes CRM the preferred approach to marketing in the modern information age? Explain. [15]
2. Companies want relationships with customers, but do customers want relationships with companies? Discuss. [15]
3. Explain the steps and roles played by sales, marketing and support teams in the CRM process. [15]
4. Explain about the following  
a) Customer Life time value  
b) Customer profile analysis [7+8]
5. Explain CRM cycle. [15]
- 6.a) Explain modules of CRM.  
b) Explain about CRM Value Chain. [8+7]
7. Discuss the strategies for customer acquisition, retention and prevention of defection. [15]
8. Explain the role of CRM managers in planning and implementing strategic CRM. [15]

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