

Code No: 764AB**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, September/October - 2022****CUSTOMER RELATIONSHIP MANAGEMENT****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

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1. Why is the term customer value essential for CRM? Explain. [15]
2. What changes in the business environment according to you drive product-based marketing to customer-based marketing? [15]
3. Explain why and under which circumstances delivering value to customers can translate to value for the firm using Satisfaction-Loyalty-Profit chain. [15]
4. How does the customer service portion of CRM help a business grow? Explain with example. [15]
5. Explain the various soft skills that customer-relationship managers require. [15]
6. What is KOEL's Model? Explain how it is useful for making decisions by CRM manager. [15]
7. What are the biggest drivers of cost in a CRM implementation? Taking example and explain how to save cost to company. [15]
8. Explain the role of CRM managers in planning and implementing strategic e-CRM. [15]

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