

**Code No: 764AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA IV Semester Examinations, March /April - 2023  
CUSTOMER RELATIONSHIP MANAGEMENT****Time: 3 Hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.  
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.  
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART - A****(25 Marks)**

- 1.a) Why do you need CRM strategy? [5]
- b) What is Service Quality Gap? How will you measure it? [5]
- c) Write a note on CRM Architecture. [5]
- d) What is a Customer Relationship Portal? List few benefits? [5]
- e) Mention what are some of the challenges that an organization might have to face while incorporating CRM? [5]

**PART - B****(50 Marks)**

2. How does CRM differ from transactional marketing and relationship marketing? Can CRM and Relationship Marketing exist in isolation from one another? Give examples. [10]
- OR**
3. What are the benefits of using CRM? Explain taking any company of your choice. [10]
4. Explain how CRM is built in business organization and brief on customer life time value. [10]
- OR**
5. "The customer is not always right, but the customer is always the customer. An employee needs to listen, be helpful and act like a professional". Elaborate. [10]
6. Explain CRM cycle and its importance in understanding the linkage between the various stages of it. [10]
- OR**
7. Explain the importance of CRM affiliation in Retail sector and brief on the impact of CRM on value chain. [10]
8. Explain KOEL's Model in detail? Explain how it is useful for making decisions by CRM manager. [10]
- OR**
9. Why it's crucial for successful CRM implementation or conversion, and what companies should do to create a comprehensive CRM roadmap. [10]

10. What are the skills required for a CRM professional? Explain how these skills would be useful for the growth of the organization. [10]

**OR**

11. What do you understand by On-premise CRM and Cloud CRM? Explain the main advantages of Cloud CRM. [10]

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