

MAY 2016

**P/ID 77536/PMDQ/  
PMB04/PMG03/  
MBNDQ**

---

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the procedures to identify the requirements of CRM for customers.
2. Explain the models of CRM.
3. How to develop a customer relationship survey design?
4. How the customer relationship feedback can be collected and used for business improvement?
5. Explain the types of relationship concepts.
6. Identify the functions of relationship marketer.
7. How to create the customer partnership?
8. Identify the problems and issues related to relationship management.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. CRM increases the sales, but not the profits. Critically evaluate this statement.
10. As a CRM-Manager how to utilise the customer survey results for developing a CRM model?
11. Develop a Relationship Network for a Airline company operating in India.
12. “Creating a partnership with stake holders are excellence in CRM” — How this can be achieved for a FMCG companies?
13. Discuss the role, functions and scope of technology influences in CRM practices.
14. Briefly examine the importance and role of cultural factors in incorporating CRM in Fashion Industry.
15. Identify the problems and challenges involved in practising CRM in the present trend of Hypercompetition.
16. Explain the types of strategies involved in Relationship Management. Illustrate with suitable illustrations.

2      **P/ID 77536/PMDQ/  
PMB04/PMG03/  
MBNDQ**

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Assume you are a CRM Manager for a Mobile company. How will you identify and calculate Relationship Indices to utilize for the improvement in Business?
- 

3      **P/ID 77536/PMDQ/  
PMB04/PMG03/  
MBNDQ**