

MAY 2012

**P/ID 77536/
PMDQ/PMB04**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Distinguish between a customer and consumer with examples.
2. Why relationship with customers has to be managed?
3. Are you in favour of administering a questionnaire for collecting relevant data concerning customer relationship in a business venture? Give reasons for your answer.
4. Suggest ways and means to improve customer relationship in a hotel.
5. List out the relationship marketing aims.
6. Take any two relationship concepts and focus how these concepts strengthen CRM.

7. Emphasize the role of supplier partnerships in relationship marketing.
8. “Internal and external partnerships are inevitable for relationship management/marketing”. Elucidate.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. “CRM requires measurement”. Substantiate.
10. Distinguish between qualitative and quantitative measurement methods meant for customer relationship management.
11. Present the survey design to gauge the customer relationship pattern prevailing in a bank.
12. Make out a table incorporating imaginary data concerning the success/failure of customer relationship prevailing in an insurance company. Interpret the table.
13. Explain those activities serve as (customer) relationship drivers.
14. What are the challenges in CRM? As a marketing manager, how would you sort out such challenges?

15. Evaluate the role of technology in relationship management.
16. “Corporate culture and CRM are the two sides of the same coin”. Amplify.

PART C — (20 marks)

Compulsory.

17. A bank has undertaken a nation-wide survey concerning customer satisfaction. Major findings of the survey are :
 - (a) The level of satisfaction of external customers depends much on extent of satisfaction with which internal customers are serving.
 - (b) Gearing-up of motivating internal customers is the need of the hour. You are required to respond to the following :
 - (i) Who are internal customers? How external customers are influenced by internal customers?
 - (ii) Suggest ways and means to motivate internal customers.