

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549297**Date: 16-07-2022****Subject Name: Customer Relationship Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Define the following terms with relevant examples **14**
- (a) Contact Management
 - (b) Sales Optimization
 - (c) User Interface
 - (d) CXM
 - (e) Sales Funnel
 - (f) Enterprise Resource Planning(ERP)
 - (g) 360-Degree Customer View
- Q.2** (a) Define customer satisfaction. Explain different ways of measuring customer satisfaction. **07**
- (b) Differentiate between CXM and CRM. **07**
- OR**
- (b) What is relationship marketing? Explain the evolution of relationship marketing. **07**
- Q.3** (a) Define CLV. Explain different sources of customer value. **07**
- (b) Explain operational CRM with relevant examples. **07**
- OR**
- Q.3** (a) Explain the Kano model of customer satisfaction. **07**
- (b) Write a short note on analytical CRM. **07**
- Q.4** (a) Explain various technologies used in E-CRM. **07**
- (b) Write a note on SFA. Also, explain SFA ecosystems with examples. **07**
- OR**
- Q.4** (a) Explain the different data mining procedures used in CRM. **07**
- (b) Explain various steps of CRM implementation with examples. **07**

Q.5

CASE STUDY:

BNP Paribas Fortis

In October 2015, three senior managers at BNP Paribas Fortis, the leader in retail banking in Belgium and a subsidiary of BNP Paribas, were discussing how to take the bank's latest service "James" to the next level and grow its customer base fivefold by the end of 2016. Launched in 2009, James was an investment portfolio advice service that substituted web conferencing technology for face-to-face interactions between advisors and customers. The use of technology to build strong customer relationships from a distance had proven beneficial for both the customers and the bank. Now the BNP Paribas Fortis managers had to decide how to James' customer base and outpace competition and organize for growth. How could they grow the current base of 20,000 James customers to 100,000 in just one year?

- (a) Explain a CRM strategy that BNP Paribas can implement. 07
- (b) What kind of CRM foundations are required to build with the customers around this? 07
- OR**
- (a) Explain the importance of need specification and partner selection for implementation of 'JAMES' 07
- (b) Discuss possible challenges that the company may face around this. 07
