

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

Subject Code: 4549297**Date: 17/12/2022****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 Explain Following Terms in Brief. **14**

- 1) Customer Relationship Management
- 2) Sales Force
- 3) Customer Churn
- 4) Voice Portal
- 5) Data Mining
- 6) AI
- 7) Stake Holders

Q.2 (a) Discuss Theoretical Perspective of Relationship in Detail. **07**

Q.2 (b) Discuss Measurement of Customer Satisfaction in Detail. **07**

OR

Q.2 (b) Write a note on Experience Management. **07**

Q.3 (a) Discuss Evolution of Relationship Marketing. **07**

Q.3 (b) Discuss Technologies of CRM. **07**

OR

Q.3 (a) Write a Short note on Marketing Automation. **07**

Q.3 (b) Discuss Big Data Analysis in Detail. **07**

Q.4 (a) Discuss E-CRM in Business in Detail. **07**

Q.4 (b) Write a Short note on Project Implementation. **07**

OR

Q.4 (a) Discuss Customer Relationship Portal in Detail. **07**

Q.4 (b) Discuss Partner Selection Under CRM in detail. **07**

Q.5 (a). Prepare CRM Strategy for Mobile Networking Company for Developing Country. **07**

Q.5 (b). Prepare Customization in Services for Important Customer in Banking Industry in Developing Country. **07**

OR

Q.5 (a) Being Customer Relationship Manager of ABC Ltd., How Will you Deal with Highly Dissatisfied and Disappointed Customer For your New Product? **07**

Q.5 (b) Discuss CRM For Event Management Company. **07**