

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA- SEMESTER - IV-EXAMINATION- SUMMER-2023**

Subject Code: 4549297

Date: 21/06/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Definitions / terms	14
a. Customer Satisfaction	
b. Management	
c. Marketing	
d. Customer Churn	
e. Adoption	
f. Data	
g. Data Mining	
Q.2 (a) Discuss Evolution of Relationship Marketing in detail.	07
Q.2 (b) Explain Cycle of Customer Relationship Management.	07
OR	
Q.2 (b) Discuss Types of Customer Relationship Management.	07
Q.3 (a) Discuss Customization with Suitable Example in detail.	07
Q.3 (b) Discuss Difference between Customer Experience Management and CRM in detail.	07
OR	
Q.3 (a) Explain Marketing Automation in detail.	07
Q.3 (b) Discuss Data analytics in CRM in detail.	07
Q.4 (a) Discuss Artificial Intelligence in detail.	07
Q.4 (b) Explain Discuss Features and Advantages of CRM in detail.	07
OR	
Q.4 (a) Discuss CRM in Service Sector in detail.	07
Q.4 (b) Explain Role of Stake Holders in Customer Relationship Management.	07
Q.5 (a) Discuss How will you Collect Customer's Experience for Well-known Restaurant of your city.	07
Q.5 (b) Discuss how will you Measure Customer Satisfaction as Marketing Head of Insurance Company.	07
OR	
Q.5 (a) Prepare Strategy for Customer Relationship Management for IT company.	07
Q.5 (b) Prepare E-CRM Strategy for B-School.	07

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