

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –IV-EXAMINATION – WINTER-2023

Subject Code:4549297**Date: 06-12-2023****Subject Name: Customer Relationship Management****Time:02:30 PM TO 05:30 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 Define the following terms : **14**

- (a) Transactional Relationship
- (b) Customer Satisfaction
- (c) Touch-points
- (d) Interactive Voice Response
- (e) Digital Analytics
- (f) Mass Customization
- (g) Data Warehouse

Q.2 (a) Differentiate between Transactional marketing and Relationship marketing. **07**

(b) Explain any two theories to explain the concept of relationship. **07**

OR

(b) Define CRM. Discuss significance of CRM. **07**

Q.3 (a) Explain different sources of Customer Value. **07**

(b) Define Customer Experience. Explain various methods for improving customer experience. **07**

OR

Q.3 (a) Explain Kano Model of customer satisfaction with diagram. **07**

(b) Differentiate between Operational CRM and Analytical CRM. **07**

Q.4 (a) Define term “Churn Rate”. Explain the ways to reduce it. **07**

(b) Explain Marketing Automation with its merits. **07**

OR

Q.4 (a) Short Note : Technologies used in e-CRM. **07**

(b) Elaborate various steps to implement CRM. **07**

Q.5

CASE STUDY: Laurs & Bridz

Laurs & Bridz (L&B) is a fast growing Indian pharmaceutical company. It needs to deploy a CRM solution to strengthen its sales and marketing. And build a robust systems to track customers, strengthen customer relations and enhance sales force productivity. In 2017, the firm is considering several CRM solutions which have been shortlisted on the basis of features and price. L&B is facing important questions: Which of the CRM solutions best suits the firm? What will be the direct and indirect effects of the implementation? With these questions in mind, the company Director Manoj Chaudhary is reviewing the details of the various CRM solutions and wondering if he should invest INR 50 million in one of the products. He wants to know what approach he should adopt in implementing such a solution and what challenges he should expect for successful implementation.

- (a) Discuss the importance of CRM to L&B. Why should the company opt for a CRM solution? **07**
- (b) Evaluate the direct and indirect effects of CRM initiatives on L&B? **07**

OR

- Q.5** (a) Which CRM solution should L&B select and why? **07**
- (b) Suggest a plan for implementing the CRM solution. Should it implement the solution for the entire enterprise at once or do it in a phased manner? **07**
