

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- IV - EXAMINATION-SUMMER-2024

Subject Code: 4549297

Date: 01/05/2024

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.

		Marks
Q.1	Explain the following terms (a) Lead Management (b) Data Marts (c) Social CRM (d) Relationship Quality (e) Web phones (f) Customer Churn (g) Voice portals	14
Q.2	(a) Explain the evolution of relationship marketing in detail. (b) CRM is merely database marketing? Do you agree? Why?	07 07
	OR	
	(b) Are there any success factors in CRM? Explain.	07
Q.3	(a) What distinguishes Customer Experience management from Customer relationship management? (b) CRM improves business performance by enhancing customer satisfaction & driving up customer loyalty. Explain.	07 07
	OR	
Q.3	(a) Write a note on Strategic CRM. (b) Not all customers have the same value to the organization. What does this mean in terms of managing CRM? How is this related to the concept of Customer Lifetime Value?	07 07
Q.4	(a) Explain how AI, machine learning & deep learning can be useful in CRM. (b) Identify a Financial Institute of which you are a customer. Recollect an episode when you were unhappy with its services. Argue & present few ways in which you might be a hidden asset to the company through your feedback on its bad service.	07 07
	OR	
Q.4	(a) CRM Implementation, explain in detail. (b) Is CRM in B2B different from B2C? Justify your answer.	07 07
Q.5	Dabur launched real-fruit juices in around 47 towns and cities across the Nation. It introduced three variants- Orange, Mango and Pineapple in elopack (special pack imported from Norway). The shelf life in this kind of packaging is around six months and the fruit juices have no	

preservatives. The prices ranged from Rs. 90/- to Rs. 100/- for a 500ml carton depending on the variant. A glass of juice costs around Rs.50/-. the fruit juice market is made of three categories- fruit drink (Frooti, Jumpin, etc) which has around 15-20% fruit content; nectar which has about 40-60% fruit content and the juice category which has around 80-100% fruit content(Real). All these sub-categories in the juice market compete with aerated soft-drinks. These fruit-based brands are attempting to create a market. Frooti came out with the larger “Yo-Yo” version for teenagers.

(a) What type of Operational CRM can you suggest the company? **07**

(b) How company can implement CRM? **07**

OR

(a) What type of Analytical CRM can you suggest the company? **07**

(b) Which customer retention strategies will you use for developing the market for a brand like Real? **07**
