

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-SUMMER-2025

Subject Code: 4549297**Date: 05/06/2025****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. No.	Question Text and Description	Marks
Q.1	Define the following. (a) Customization (b) CRM Stakeholders (c) SFA (d) BOTs (e) Voice Portals (f) AI (g) Machine Learning	14
Q.2	(a) What is context of relationship management? Explain about the transactional Vs relationship approach of CRM.	07
	(b) What is customer life time value? How customer profit analyses help to understand customers?	07
OR		
	(b) What is Customer Satisfaction? Discuss the components of customer Satisfaction.	07
Q.3	(a) Explain the changing trends in CRM. How does it effectively work in retaining customer base?	07
	(b) Explain Sales Force automation ecosystem & adoption.	07
OR		
Q.3	(a) What are stages of relationship marketing? Explain the Stages of relationship.	07
	(b) Write a note on big data analytics in CRM.	07
Q.4	(a) Explain the features of e-CRM.	07
	(b) What are the strategies for handling effectively a dissatisfied customer?	07
OR		
Q.4	(a) Write a note on technologies of e-CRM.	07
	(b) A company wishes to launch new toothpaste, which could prevent tooth cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. As marketing executive prepare a market research strategy to attract new customers as well as to retain existing customers, what type of customer relationship management strategy is required and so the company's new brand could be established in the market.	07

Q.5

Laurs & Bridz: Implementation of a CRM Solution

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 system 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) Why should the company opt for a CRM solution? **07**
- (b) What possible challenges would L&B encounter? How can it mitigate these potential challenges? **07**

OR

Q.5

- (a) Suggest a plan for implementing the CRM solution. Should it implement the solution for the entire salesforce at once or do it in a phased manner? **07**
- (b) Evaluate the direct and indirect effects of CRM initiatives on L&B? **07**
