

Enrollment No./Seat No.:

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

Subject Code: 4549297

Date: 19-12-2025

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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Customer relationship	
(b) Customer service	
(c) Sales Force Automation	
(d) 360 Degree Customer view	
(e) Word of mouth	
(f) Customer Experience Management	
(g) ERP	
Q.2 (a) What is Customer Relationship Management (CRM)? Explain the evolution of CRM from a traditional perspective to its modern, strategic approach.	07
(b) Explain Customer Relationship Management (CRM) scope in detail.	07
OR	
(b) Differentiate between CRM and CXM.	07
Q.3 (a) Explain various technology used in E-CRM.	07
(b) Explain the SERVQUAL Model of customer satisfaction.	07
OR	
(a) Write a short note on Collaborative CRM.	07
(b) Explain the Kano Model of customer satisfaction.	07
Q.4 (a) Write a short note on Operational CRM.	07
(b) Explain marketing automation and its benefits.	07
OR	
(a) Explain the concept of e-CRM and its role in a digital economy.	07

- (b) What is Sales Force Automation (SFA)? Explain its key components and discuss how it helps a sales team become more efficient and effective. 07

Q.5 "Techno India: The Challenge of Customer Churn"

Techno India is a leading online retailer of electronic devices. For the last two quarters, the company has observed a significant increase in customer churn, particularly among its high-value customers who make frequent purchases. A recent internal survey revealed that customers are increasingly dissatisfied with the post-purchase support and the lack of personalized communication. Many feel they are just a "transaction number" and not a valued customer. The current system provides generic, one-size-fits-all email updates and requires customers to explain their entire purchase history every time they contact support. The CEO, Mr. Singh, believes that implementing a new CRM strategy is the only way to reverse the trend and restore customer loyalty.

- (a) Identify the key problems faced by Techno India. 07
- (b) Propose a comprehensive CRM strategy that Mr. Singh should adopt. Explain how each component of your proposed strategy will address the problems identified. 07

OR

- (a) Explain the different data mining procedures used in CRM. 07
- (b) Write a short note on Customer Lifetime Value (CLV). 07
