MBMM 4004/RM 4004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

Marketing

CUSTOMER RELATIONSHIP MANAGEMENT

(2012 – 2013 Batch onwards)

Time : Three hours
Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. What do you mean by the term customer acquisition? What are the economies of CRM?

2. What is Target marketing? List the steps involved in Target marketing.

3. How does Relationship marketing benefit customers? Companies?

4. What are the challenges in acquiring and retaining customers?
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1. Write about the emergence of e-commerce, its benefits, and challenges in customer relationship management.

2. Discuss. What is the necessity of CRM?

3. Discuss the various customer satisfaction models.

4. Differentiate between customer loyalty and customer retention.

5. Create and manage Service Level Agreements.

6. Write a note on CRM strategies and planning process.

7. What are the components of CRM solutions?

8. Explain the various decision phases in the supply chain.

9. All questions carry equal marks.

10. Differentiate between customer loyalty and customer retention.

11. Discuss various customer satisfaction models.

12. Differentiate between customer loyalty and customer retention.

All five questions carry equal marks.

PART B — (5 X 10 = 50 marks)
(b) How can Customer Relationship Management (CRM) be an enabling factor to derive full benefits of mass customization?

14. Explain the role of data warehousing and data mining in CRM.

15. Explain how to measure Customer satisfaction.

16. Discuss the CRM implementation issues.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study:
Mass customization is best defined as a delivery process through which mass-market goods and services are individualized to satisfy a very specific customer need, at an affordable price. Based on the public’s growing desire for product personalization, it serves as the ultimate combination of “custom-made” and “mass production”. And it is rapidly emerging as the organizing business principle of the 21st century.

Simply stated, mass customization is about choice; about giving consumers a unique end product when, where and how they want it. During the last 15 years, choice has become an important ingredient of consumer purchasing decisions. During this period, the number of automobile
Competitive advantage.

practice mass customization and create
global computer manufacturing company can

Questions:

parts and modular product architecture.
planned "variations on a theme" based on common
steadily success of new products that are really
speed and efficiency, and rapidly introduce a
customize individual products at mass-production
can quickly develop a broad portfolio of niche
flexible processes that are so agile that companies
development teams must continually develop
in agile product development, product

the marketplace

reduced inventory risk, and a competitive edge in
well a high degree of product/service flexibility.
offers the manufacturer significant benefits as
mass customization not only benefits the consumer, it
mass technology, such as e-commerce and robotics, mass
when combined with the very latest digital

Unlike mass production, which produces some

and personally.

of Barbra, complete with unique name, clothing
home mortgages, Or design a one-of-a-kind friendly
any combination of songs, Or obtain customized
specifications. Or complete music CDs containing
development to his or her exact needs and
designed to fit of her unique needs and
makes it possible for anyone to order a computer
For example, Internet-based e-commerce now
becoming increasingly evident in day-to-day life.

With choice playing such a critical role in

types of bicycles.

breakfast cereals. 70 styles of cereal and 31
breakfast cereals, 70 styles of cereal, and 31
kinds of beer, 50 brands of bottled water, 340
kinds of
U.S. market alone offers consumers 3,000 brands
models has increased from 140 to 260, the

in many cases, lot sizes of one. It is also
mass customization is characterized by small volumes,
variety of an item in high volumes, mass

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