I. What do you mean by the term customer?

II. Questions carry equal marks.

Answer any FIVE questions out of eight questions.

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

(2013 - 2014 Batch onwards)

CUSTOMER RELATIONSHIP MANAGEMENT

Marketing

Fourth Semester

December 2014/January 2015
MB.A. Degree Examination

MBM 4004/RM 4004
5. What are the components of CRM solutions?

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

7. Identify the bottlenecks in implementing CRM.

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

PART B — (5 x 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

9. What is Service level Agreements? Explain how to create and manage Service level Agreements.

10. Differentiate between customer loyalty and customer retention.

11. Discuss various customer satisfaction models.


13. Write about the emergence of E-Commerce, its concepts, benefits and challenges in customer relationships.

2 MBMM 4004/RM 4004
During this period, the number of automobiles
increased, causing a significant increase in consumer
purchasing decisions.

In the last 15 years, choice has become an important
factor in determining where and how people want to
purchase items. As the number of choices has increased,
consumers are more likely to make decisions based on
personal preference and satisfaction.

Simply stated, mass customization is about choice.

Organizing business principle of the 21st century
and it is rapidly emerging as the
production „and it is rapidly emerging as the
combination of „mass-produced” and „mass
personalization” it serves as the ultimate
strategy to satisfy a very specific customer need, at an affordable price.

Mass customization is defined as a delivery
of products and services that are individualized to satisfy a very
specific customer need, at an affordable price.

Case Study:

Company X

PART C — (1 x 20 = 20 marks)

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

15. How can Customer Relationship Management (CRM) be an enabling factor to
derive full benefits of mass customization?

16. Discuss the CRM implementation issues.

17. Discuss how to measure Customer satisfaction.
models has increased from 140 to 260; the selection of soft drinks from 20 to 90. Today, the U.S. market alone offers consumers 3,000 brands of beer, 50 brands of bottled water, 340 kinds of breakfast cereals, 70 styles of Levi’s jeans and 31 types of bicycles.

With choice playing such a critical role in consumer buying habits, mass customization is becoming increasingly evident in day-to-day life. For example, internet-based e-commerce now makes it possible for anyone to order a computer designed to his or her exact needs and specifications. Or compile music CDs containing any combination of songs. Or obtain customized home mortgages. Or design a one-of-a-kind friend of Barbie®, complete with unique name, clothing and personality.

Unlike mass production, which produces some variety of an item in high volumes, mass customization is characterized by small volumes in many cases, lot sizes of one. It is also characterized by competitive cost, timely deliveries and a move away from centralized manufacturing to more distributed production. Consequently, when combined with the very latest digital technology, such as e-commerce and robotics, mass customization not only benefits the consumer, it offers the manufacturer significant benefits as well: a high degree of product/service flexibility, reduced inventory risk, and a competitive edge in the marketplace.

In agile product development, product development teams must concurrently develop flexible processes that are so agile that companies can quickly develop a broad portfolio of niche market products, build products to order, mass customize individual products at mass-production speed and efficiency, and rapidly introduce a steady succession of “new” products that are really planned “variations on a theme” based on common parts and modular product architecture.

Questions:

(a) Explain, with appropriate example, how a global computer manufacturing company can practice mass customization and create competitive advantage.