

Code: BA3T3

II MBA-I Semester-Regular Examinations FEBRUARY 2014

CUSTOMER RELATIONSHIP MANAGEMENT

Duration: 3 hours

Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a) Transactional Approach
- b) Customer Perception
- c) Customer Profile Analysis
- d) CRM Planning Process
- e) Customer Acquisition
- f) Customer value
- g) B2B Marketing
- h) Team Selling Approach

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Explain the evolution and growth of CRM.

OR

b) Explain different school of thoughts of CRM.

3. a) What is Customer Loyalty and explain its role in service sector.

OR

b) Imagine that you have started online bus ticket portal, how do you position this portal in the market.

4. a) What is service pricing, how do you establish monetary pricing objectives.

OR

b) Explain on how to estimate pricing and demand of services.

5. a) What is the role of marketing communication in service sector?

OR

b) How do you set communication objectives for service sector?

6. a) How do you design marketing plans for services?

OR

b) Explain the process of planning and managing service delivery system.

SECTION – C

7. Case Study

1 x 10 = 10 M

Leadership Challenge: Whose CRM is it anyway?

Alice Klein wondered what she should do next as she hung up the phone. As vice president of sales for New World manufacturing, She was responsible for more than 200 sales people around the country. New world was a manufacturer of precision components for bicycles (Gear shift mechanisms) Among the companies client were Cannondale and giant bicycles as well as other leading bicycle companies around the world. In Addition to the original equipment manufacturer (OEM) Market, New World did a great

deal of business selling after market accessories to bicycle retailers.

Alice had pushed hard for a CRM system to be implemented at the New World .Finally as part of an overall upgrade of the IT system at the company, senior management had purchased a CRM package that included state-of-the art soft ware and hardware to help New World do a better job of managing its customer relationships. It was expensive to get the package Alice and other executives knew was the best solution. The final cost ran into several million dollars plus additional training time.

It is now six months since the purchase of the system and Elliot Whitney, vice president of information technology ,just called Alice to say he still had not received a detailed summary of the information needed by the sales force .He told Alice that senior management was asking about the status of CRM system. They wanted the entire company to benefit from the system and were looking forward to its implementation.

The company had a lot of information about its customers as well as other data that could be incorporated into its system (internal billing, Price and production schedules). Alice was well aware of the system's potential and had spent a great deal of time thinking about how the sales force could use it most effectively after hanging up with Elliot she new it was time to decide how the new CRM system would be implemented with the sales force.

Questions:

- i) You are Alice Klein. What critical information do you think would be most useful for the sales force to be able to access about the relationship between New World and its customers?
- ii) What technology would you use to deliver this information system to the sales person and why would you choose that technology?
- iii) What kinds of issues do you think might come up for New World as it implements CRM System with the sales force?