

Code: BA3T3

**II MBA-I Semester-Regular Examinations DECEMBER 2014**

**CUSTOMER RELATIONSHIP MANAGEMENT**

Duration: 3hours

Max. Marks: 70

**SECTION-A**

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

- a. CRM in IT
- b. Customer Profile
- c. CRM in Marketing
- d. Customer Segmentation
- e. Customer Retention
- f. Customer value from Service
- g. B2B Market
- h. Customer database

**SECTION – B**

**Answer the following: 5 x 10 = 50 M**

2. a) Explain the importance of CRM in Marketing and IT?

OR

b) What is CRM, explain the evolution and growth of CRM.

3. a) Why there is a need to understand customer and maintain customer information database.

OR

b) Explain customer perception and expectation analysis.

4. a) Explain in detail about various CRM tools.

OR

b) Explain various stages in Strategic CRM Planning process.

5. a) How do you create value for customers in terms of products and services.

OR

b) “Customer is God” Comment.

6. a) Explain the importance of CRM in Service sector.

OR

b) What are the changing trends in Customer relationship management.

## **SECTION – C**

### **7. Case Study**

**1 x 10 = 10 M**

Motorola Inc is an American multinational telecommunications company. It is a manufacturer of wireless telephone handsets, also designing and selling wireless network infrastructure equipment. Motorola started in Chicago, Illinois as Galvin Manufacturing Corporation in 1928 with its first product being a battery eliminator. Founders Paul Galvin and Joseph Galvin came up with the name Motorola When the company started manufacturing car radios in 1930; the name is a combination of “motor” and “Victrola”.

Motorola is known around the world for innovation and leadership in wireless and broadband communications. But their position had started to wane due to rising numbers of design-inspired phones being launched into the market. To re-establish their position and differentiate themselves from their competitors, Motorola was preparing to launch the MOTORAZR2 V8 Luxury Edition (V8 LUX) around Mid 2007. With its gold-plated accents smooth snakeskin-like texture and subtle details, the stylish new phone supported form and function, as well as array of innovative, in demand features.

More than three quarters of Australians believe their mobile phone is a reflection of their own personality and use it as a statement of style. To reinforce this idea, Motorola's chose their global brand ambassador, David Beckham - international soccer star and world-leading style icon - to use the V8 Lux during his trip to Australia to play for LA Galaxy FC. To help generate a buzz before the launch, outreach efforts included the development of media partnerships with some of Australia's top radio, print and TV media. An exclusive Sydney VIP Meet and Greet event with David Beckham and an invite-only press conference to launch V8 Lux were also planned. During the two week campaign, the media reach counted 34 million Australians with more than 100 media hits across TV, Radio, Online and print championing the V8 Lux.

Do the SWOT analysis of this case.