

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Fourth Semester MBA Degree (R,S) Examination June 2024

**Course Code: 20MBA254****Course Name: Customer Relationship Management**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

Marks

- |   |  |     |
|---|--|-----|
| 1 | List the features of e-CRM                       | (2) |
| 2 | Explain Customer Profiling                       | (2) |
| 3 | Discuss barriers to Sales Force Automation (SFA) | (2) |
| 4 | Define Customization                             | (2) |
| 5 | What is meant by Data warehousing?               | (2) |

**PART B***Answer any 3 questions. Each question carries 10 marks*

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|----|--|------|
| 6  | Explain the evolution of CRM and highlight its importance in today's competitive environment.                                | (10) |
| 7  | Companies intend to enhance loyalty with their customers. But, do the customers benefit from these loyalty programs? Explain | (10) |
| 8  | Examine the advantages and disadvantages of Application Service Provider (ASP)   | (10) |
| 9  | Discuss the process of prototyping and explain its usage in the detailed proposal generation.                                | (10) |
| 10 | Describe the challenges faced by CRM implemented companies in managing the traditional channel partners                      | (10) |

**PART C***Compulsory question. This question carries 20 marks*

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|----|--|------|
| 11 | (a) With the increased competition, the acquisition costs of customers are increasing. Suggest steps through which the company can enhance value and costs of customers. | (12) |
|    | (b) Discuss the utility of CRM as a technology.  | (8)  |

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