

**MASTER OF BUSINESS ADMINISTRATION
(SUPPLY CHAIN MANAGEMENT)
(MBASCMFL)**

Term-End Examination

June, 2013

**MCQ-029 : CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Explain the purpose and benefits of Customer Relationship Management and CRM applications. 20
2. What are the requirements for customer data integration ? 20
3. Write a note on CRM system automation and explain how CRM communication plays a vital role in marketing strategies ? 20
4. (a) How does CRM help in sustaining Service Quality ? 10
(b) What functionality in the CRM system help in measuring customer satisfaction ? 10

5. Explain the considerations a CRM system development must make on privacy and security issues. 20
6. (a) In CRM strategy, how does the company profit chain play a role ? 10
- (b) How can collaborative tools enhance communication in the CRM systems ? 10
7. Give an overview of how human factor and organization environment influence customer relationship ? 20
8. In a CRM system, describe how data is captured, processed, analysed and reported ? 20
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