

MBA 3619

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Fourth Semester

Marketing

**Paper XIX — CUSTOMER RELATIONSHIP
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What is the necessary of CRM? Discuss.
2. Write a note on customer satisfaction measurement.
3. Discuss Supply chain Management (SCM).
4. What is Market Basket Analysis (MBA)?
5. Discuss : Field force automation.
6. What CRM can offer to the firm?
7. Summarize the CRM activities.
8. How CRM implementation effected?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Give definition of relationship marketing. Differentiate marketing yesterday and marketing today.
10. What is customer learning relationship?
11. Discuss : Forces driving CRM.
12. Write a note on partner relationship management (PRM).
13. Explain emerging impact of E-Commerce on CRM.
14. Differentiate e CRM Vs CRM and why employ e CRM.
15. What is customer knowledge management (CKM)?
16. Write a note on successful CRM implementation in Indian companies.

PART C — (1 × 20 = 20 marks)

Compulsory

Case Study

17. Case : Journey of Ford's Vertical Integration :

Henry ford built a 100% American – made automobile. Ford's Rouge plant in Dearborn, Michigan was built in 1919 to turn out the country's first model

Ts. The plant had its own steel mill, glass factory and 32 other separate manufacturing plants under one roof. The only foreign element in a model T was rubber from malaysia, and Henry Ford made a vain but raliant effect to grow rubber trees. Not until the advent of synthetic rubber in 1940s did the Ford become 100% American. It was manufactured entirely in the Rouge plant, then the world's largest single industrial complex.

Question :

Suggest CRM implementation Plan.
