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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : JUNE/JULY - 2022
SEMESTER - IV

Sub: Customer Relationship Management (MBA407A)

Date: 01/07/2022

Total marks: 60

Time: 10.00 am to 12.30 pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. The ___ feature of CRM deals with communication between companies and their customers.
 - a) Collaborative
 - b) Operational
 - c) Analytical
 - d) Automation
2. CRM is a business philosophy that aims at maximizing ___ in the long run
 - a) Organization value
 - b) Software value
 - c) Customer value
 - d) Business value
3. A successful CRM increases production and profit throughout the ___
 - a) System life cycle
 - b) Business life cycle
 - c) Product life cycle
 - d) Customer life cycle
4. CRM system generates ___ throughout interactions on different channels.
 - a) 180-degree customer view
 - b) 340-degree customer view
 - c) 350-degree customer view
 - d) 360-degree customer view
5. Call centers are computer centers managed by ___
 - a) Dealers
 - b) Agents
 - c) Brokers
 - d) Customers

Q. 2. Answer the following. (Any Two)

(20)

1. Discuss advantages and disadvantages of mobile CRM
2. List down various CRM tools for customer acquisition and retention.
3. Highlight the need and importance of Customer Relationship Management (CRM) in organisations with suitable illustrations.
4. Are there any ethical issues in CRM? If yes, please discuss.

Q. 3. Write notes on. (Any Two)

(10)

1. SERVPERF
2. Service Quality
3. Customer Retention

SECTION – II

Q. 4. Case Study

(15)

Café Coffe Day is India's largest coffee serving conglomerate that's has presence worldwide today. Though there are competitors such as Barista, Starbucks, Costa Coffee etc, CCD holds larger market share even today. To achieve high level of customer satisfaction, CCD concentrates more on these tangibles such as good ambience, lighting, better seating arrangements. But above all it is believed that the following factors play major role in improving customer satisfaction:

- Menu
- Quality of food and beverages offered
- Price

Inspite of all these, there has been an observation that CCD is facing cut-throat competition from other competitors. The Managers are trying to find out solutions to beat the competition.

Questions:

1. Suggest any unique marketing strategy to pull more customers to CCD
2. Can you describe your experience of visiting a CCD outlet or any other coffee shop? Analyse the difference.
3. What CRM strategies can you suggest to retain existing customer base?

Q. 5. Answer the following:

(10)

- a) "Higher customer expectation leads to a greater chance of customer dissatisfaction".
Comment

OR

- b) How would you develop a service quality measurement scale for hospitality industry ?