

Code No:MB193C3 /19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY GURAJADA VIZIANAGARAM

MBA III Semester Regular/Supplementary Examinations, November-2025

CUSTOMER RELATIONSHIP MANAGEMENT

(Marketing)

Time: 3 Hours

Max. Marks: 75

Answer any FIVE Questions One Question from Each Unit
Question No.11 is Compulsory

UNIT-I

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| 1. | a | Define Customer Relationship Marketing and explain its significance. | 6M |
| | b | Discuss the stages and issues involved in relationship marketing. | 6M |

OR

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| 2. | a | Explain the CRM cycle and its role in customer management. | 6M |
| | b | Describe the concept of Customer Lifetime Value and its strategic importance. | 6M |

UNIT-II

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| 3. | a | What are the requisites for effective customer acquisition in CRM? | 6M |
| | b | Explain the role of Customer Knowledge Management in CRM success. | 6M |

OR

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| 4. | a | Discuss strategies to prevent customer defection and recover lapsed customers. | 6M |
| | b | Describe the barriers to effective CRM implementation and Gartner's Competency Model. | 6M |

UNIT-III

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| 5. | a | Explain the process of database construction and its role in CRM. | 6M |
| | b | What is data mining and how does it benefit CRM operations? | 6M |

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| 6. | a | Describe the architecture and significance of data warehousing in CRM. | 6M |
| | b | Discuss the role of call centers and CRM software in customer interaction. | 6M |

UNIT-IV

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| 7. | a | Define Sales Force Automation and explain its need in CRM. | 6M |
| | b | What are the technological aspects and challenges of Sales Force Automation? | 6M |

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| 8. | a | Explain how traditional distribution channels support customer relationships. | 6M |
| | b | Discuss emerging channel trends and their impact on CRM strategies. | 6M |

UNIT-V

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| 9. | a | Explain the role of CRM in e-business for both B2B and B2C models | 6M |
| | b | How is the effectiveness of CRM measured in modern organizations? | 6M |

OR

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| 10. | a | Discuss the features and advantages of e-CRM in business operations. | 6M |
| | b | What factors are influencing the future evolution of CRM? | 6M |

CASE STUDY

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| 11 | | Fresh Cart, a regional grocery chain in South India, struggled with declining customer retention and inconsistent service quality. To address this, the company implemented a | 15M |
|----|--|---|-----|

comprehensive Customer Relationship Management (CRM) strategy. They began by analyzing customer data to identify shopping patterns and preferences. Using this insight, Fresh Cart launched personalized promotions and loyalty rewards tailored to individual buying behavior.

To improve customer acquisition and retention, Fresh Cart integrated its CRM system with an ERP platform, enabling real-time inventory updates and smoother order fulfillment. They also trained staff on CRM principles and introduced a multimedia contact center to handle queries across phone, email, and social media.

The company adopted data mining tools to predict seasonal demand and optimize stock levels. Additionally, they used Sales Force Automation (SFA) to streamline their field operations and track customer feedback efficiently. Within a year, Fresh Cart reported a 30% increase in repeat purchases and a 20% improvement in customer satisfaction scores.

Fresh Cart's CRM transformation highlights the power of data-driven strategies and integrated systems in building lasting customer relationships.

Questions:

1. How did Fresh Cart use CRM and data mining to improve customer retention and satisfaction?
2. What role did ERP integration and Sales Force Automation play in Fresh Cart's CRM success?