



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: BBA -IB

Course: Customer Relationship Management

Course Code: MGT303

Semester: V

Max Marks: 50

Duration (mins): 120

I. Choose the correct answer from the following MCQs: (10X1= 10 Marks)

1) CIMS stands for

- A) Customer Identity Management Service
- B) Customer Information Management Systems
- C) Customer Identity Management Service
- D) Customer Information Management Service

2) The buyer and seller exchanges characterized by limited communications and little or no ongoing relationship between the parties is called

- (A) Transaction-based marketing
- (B) Relationship Marketing
- (C) Customer Marketing
- (D) Service Marketing.

3) In Relationship Marketing, we focus on

- A) Short-term
- B) Weekly-Term
- C) Mid-Term
- D) Long-term

4) Which is not the element of Relationship Marketing

- A) Monitor interactions with customer

- B) Use customers' preferences and knowledge
- C) Analyze the data of vendors
- D) Gather information about their customers

5) Which is not a part Levels of Relationship Marketing

- A) Focus on Price
- B) Social Interactions
- C) Interdependent Partnership
- D) Understanding Customer Needs

6) Which is not a types of CRM Partnership

- A) Buyer Partnership
- B) Seller Partnership
- C) Lateral Partnership
- D) External Partnership

7) Customer churn is

- A) Customer turnover
- B) Customer Needs
- C) Customer Feedback
- D) Customer Satisfaction

8) Electronic Data Exchanges and Web Services consist of

- A) Electronic data interchanges (EDI)
- B) Quick-response merchandising
- C) Web services
- D) All of these

9) Which is not an element of CRM

- A) Sales force automation
- B) Customer service/call center management
- C) Marketing automation
- D) Chain Management

10) Which is not a part Phases of CRM

- A) Acquiring New Relationships
- B) Enhancing Existing Relationships
- C) Retaining Customer Relationships
- D) Transaction history or summary

II. Answer the following questions in short (answer any six) (6X5=30 Marks)

1. What is Relationship? What do you mean by Quality Relationship?
2. Explain Customer Satisfaction in detail.

3. Describe Strategic CRM in detail?
4. What is CRM? What are the types of CRM?
5. What is Customer Retention? Which customers tend to retain?
6. What is the Customer Value Estimate?
7. Explain any one model of CRM briefly.
8. What is Customer Value? How it is differed with Customer Relationship?

III. Read the following case study and answer the questions (5X2=10 Marks)

It is not enough to be an outstanding business expert only back at home. As a member of the European Union, Hungary needs business and communication professionals who can understand the challenges and key issues of international economic relations in order to exploit any opportunities that may arise. If you are seeking to do that, you need secure knowledge of economic and business matters, a fluent command of a second language for professional purposes and thorough practical and work experience. The International Business Economics program of MET offers exactly that. Our graduate students, with professional level ability in at least two foreign languages, leave school as well-trained business experts with the potential to achieve success and immediate results in the international business scene. THE PROGRAM IS DESIGNED FOR INDIVIDUALS WHO are well informed with a keen interest in the world of international business, politics and the media, who look to find their future career in an international environment and who are open to exposure to foreign cultures. Future students should also be able to use two foreign languages for most personal needs with a desire to improve their existing language skills so that they become an important asset both in their future career and for their companies.

Answer the following question.

1. Give an overview of the case.
2. Why the knowledge of atleast two foreign languages is necessary for international business? Discuss.

*****ALL THE BEST*****