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(2 ½ Hours)   **Marks : 75**

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NOTE- i) All the questions are compulsory subject to internal choice.
   ii) Figures to the right indicate full marks.

Q.1 A) Multiple choice questions: -   (Answer any 8)   (8)
i) Implementation of CRM involves _____ cost.
a) high   b) low   c) medium   d) none
ii) _____ is included in the elements of service level agreement.
a) Accountability   b) performance   c) remuneration d) all of the above
iii) Selling high end version of a product is a part of _____.
a) cross-selling   b) upselling   c) both a & b   d) none
iv) Collective handling of letters, faxes and e-mails at one location is known as a _____ centre.
a) call   b) contact   c) cyber   d) CRM
v) _____ is a strategy for winning back the customers.
a) branding   b) rebranding   c) call scripting   d) call routing
vi) Service quality can be measured through _____.
a) tangibles   b) empathy   c) assurance   d) all of the above
vii) _____ involves planning and organizing a service technician's activity plan for a particular time period.
a) critical path method(CPM)   b) routing   c) scheduling   d) none
viii) _____ management enables the service staff to review their workload, schedule, and priorities as directed by their manager & report back about the progress of issue resolution.
a) activity   b) agency   c) assignment   d) all
ix) _____ is a strategic application of processes & practices for managing relationships between customers and organizations operating in multiple countries.
a) social CRM   b) mobile CRM   c) global CRM   d) e-CRM
x) _____ is extremely volatile & time sensitive as well.
a) collaborative data   b) master data c) transaction data d) reference data

B) State whether the given statements are true or false:- (Answer any 7)   (7)
i) Customer retention helps to connect a new customer to the manager or person who can best assist them with their existing problem.
ii) Personalization is a method of recommending products or services to visitors on the website.
iii) Order tracking product configuration is a customer-centered service.
iv) Customer gap is the gap between customer expectation and satisfaction.
v) location based routing means transferring the call to the most skilled agent.
vi) Dashboards may include data from various data sources and are fairly static.
vii) Forecasting of workload & required staff is a part of workforce analysis.
viii) E-CRM makes it possible for the customer to connect with an organization with the click of a button.
ix) CRM helps an organization by providing information related to its prospective & existing customers.
x) SFA is an application of several digital & wireless technologies for supporting the activities of salesperson.

Q.2 a) Define CRM. Explain the components and evolution of customer relationships.   (8)
   b) "An organization can perform brand building using relationship marketing."–comment.   (7)

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(OR)

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Q.2 c) Explain the challenges and barriers in implementing CRM. (8)

d) Write a note on service level agreement. (7)

Q.3 a) Explain the concepts:- i) call scripting ii) behaviour prediction (8)

b) Describe the types of data analysis. (7)

(OR)

Q.3. c) Explain the concepts :- i) data reporting ii) event based marketing (8)

d) What are the quality issues identified in the data? (7)

Q.4 a) What is customer value? Explain sales force automation with suitable examples. (8)

b) Discuss in detail planning and implementation of CRM. (7)

(OR)

Q.4 c) Explain the company profit chain. (8)

d) Discuss the strategies to fill the service gaps. (7)

Q.5 Nestle: Helping to Develop Local Dairy Industry

Nestle's dairy development heritage in India began humbly in Moga on 15 November 1961, collecting only 511 kgs of milk on our first day. Today Nestle's Moga factory collects over 1.3 million kgs of milk per day during the flush season, with over 110,000 farmers in India selling milk to Nestlé. Nestle's milk collection area has expanded over the years and today covers 30,000 square kilometres. We have also constructed 2,815 milk collection centres in villages across the country to facilitate our considerable daily milk collection.

One of Nestle's many success stories in the dairy sector is that of milk farmer Jagdeep Singh Sandhu, who hails from the village Assal in Ferozepur. Jagdeep began dairy farming in 2001 with one buffalo as he found the milk market remunerative. By 2004, he had managed to gradually increase his herd of buffaloes to 25. He soon associated himself with Nestlé who, by 2007, had assisted him in procuring a loan and encouraged him to increase his cow herd to 36 animals. In 2008, Nestlé sponsored Jagdeep's visit to the World Dairy Exposition in USA to gain more knowledge regarding commercial dairy farming. After his visit, Nestlé introduced best practices for dairy farming at his farm, including better calf management, silage preparation and shed expansion. With the adaptation of best practices at Jagdeep's farm, he soon saw increased milk productivity. Nestlé consequently installed a milk chilling facility at his farm to ensure 'chilling at source'. In 2010, we also installed a milking parlour at his farm. Today Jagdeep owns 78 cows in all, with 40 cows in milk, producing an average of 700 kgs of milk daily. His total income from milk is INR 32, 00,000 every year. In his six year long relationship with Nestlé, Jagdeep has come a long way and is today a role model for other farmers in the area. In September 2010, the Deputy Commissioner of Ferozepur visited Jagdeep's farm and highly commended his efforts.

Questions: 1. Has nestle succeeded in changing business through CRM? (8)

2. State your observations regarding CRM in the case (7)

(OR)

(15)

Q.5 C) Write short notes on :- (any 3)

i.   Social CRM

ii. Inbound communication management

iii. E-mail response management

iv. Queuing and routing

v.   Features of e-CRM

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