



**MBA DEGREE EXAMINATIONS: MAY 2018**

(Regulation 2015)

Fourth Semester

**MASTER OF BUSINESS ADMINISTRATION**

P15BATE220: Customer Relationship Management

**Time: Three Hours**

**Maximum Marks: 100**

**Case Study:-**

**PART A (1 x 20 = 20 Marks)**

1. The country's largest telecom company, Bharti Airtel (Airtel), is trying to make sure that its customers continue to enjoy super-fast data experience on its 4G network when they are at Indian Premier League (IPL) 2018 match venues. The company will deploy the advanced Massive MIMO (Multiple Input and Multiple Output) Pre-5G technology across IPL match venues, it said. Massive MIMO expands the existing network capacity by five to seven times over existing spectrum, thereby improving spectral efficiency. Customers will be able to experience faster data speed on Airtel's 4G network at the venue, the company said. "We are deploying this advanced pre-5G solution to enable a high speed and high capacity in-stadia network experience at IPL match venues. We believe this will enhance the digital experience for our customers and enable them to share, post and stream content seamlessly even in locations with massive crowds," Shyam Mardikar, Chief Technology Officer – Mobile, Bharti Airtel, said. CO5

**Questions: -**

1. What is your opinion about the customers' expectations towards the service of Airtel with reference to MIMO?
2. According to you, what is the best strategy that they can adapt to analyse the customer loyalty?
3. Do you think that the ECRM is one among the supportive tool to bring the delightedness in the midst of customers?
4. Since many customer are having dissatisfaction with the havoc recently they are facing, how the Airtel executives are going to manage a better relationship with the contemporary services.

**Answer all the Questions:-**

**PART B (10 x 2 = 20 Marks)**

2. Define Customer Relationship Management along with its needs. CO1
3. What do you know about Zone of Tolerance, give an example? CO1
4. What is Customer Acquisition? CO2
5. List few features of E-CRM. CO2
6. Write short notes about voice Portal. CO3

7. What is 'bot'? How it may help in the CRM process? CO3
8. Concise about customer relationship portal. CO4
9. What is Open Source software and why it is essential in CRM context? CO4
10. Why the cloud based CRM suits the needs of small businesses? CO5
11. Write short notes about VCRM. CO5

**PART C (4 x 15 = 60 Marks)**

12. a) Explicate the expectations of stakeholders from the CRM applications. CO1  

**(OR)**

b) Elaborate the different types of Customer Relationship Management. CO1
13. a) Explain the process of customer acquisition with suitable examples. CO2  

**(OR)**

b) Demonstrate about the effect of customer relationship management on customer satisfaction. CO2
14. a) Discuss in detail about securing customer loyalty through CRM. CO3  

**(OR)**

b) Explain your views towards the evolution of E-CRM. CO3
15. a) Write in detail about the relationship between CRM and content management system. CO4  

**(OR)**

b) Explain about online reputation management and discuss about the stages of successful management pertinent to online reputation. CO5

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