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Unit - I

2. Define CRM. Present its goals characteristics and advantages of CRM. 10
3. (a) Explain CLV and customer life Cycle.  
(b) Define Data warehousing and Data mining.  
(c) Explain the different types of CRM known to you highlighting their characteristic feature. 3+2+5=10

Unit-II

4. Describe the CRM strategy cycle. Elaborate the strategies observed in each component. 10
5. Describe the relationship marketing. How is Gradually the relationship bond developed through various levels of customer interaction? Describe satisfaction and various levels of satisfaction in short. 10

Unit- III

6. (a) Differentiate between CRM & e-CRM  
(b) Draw the diagram showing the integration of CRM process with the IT infrastructure. 5×2=10
7. (a) Discuss the CRM process cycle using 4C's.  
(b) How does CRM help in complaints handling and adjustments?

Unit-IV

8. Elucidate the steps of CRM implementation briefly. 10
9. What challenges and barriers are experienced during the CRM implementation? Which ethical issues need to be considered while CRM implementation? 10

**MS-3157**

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Roll No. \_\_\_\_\_

**MS-3157**

**M.B.A. (R.M.) (Fourth Semester)**

**Examination, 2015**

**Customer Relationship Management**

**(RM-046)**

***Time Allowed : Three Hours ] [ Maximum Marks : 70***

Note : Attempt five questions in all. Question No.1 is compulsory and carries 30 marks. Attempt one question each of 10 marks from the four Units.

1. Read the following caselet and answer questions following it. 5×6=30  
YES Bank, a private sector bank present across all major cities in India, is a high quality, customer centric, service driven, private Indian Bank catering to the "Future Industries of India". Yes Bank was established in 2004 with financial support from Robobank Netherlands. It provides knowledge banking services such as Corporate Finance, Business Banking, Retail Banking, Investment Banking, Financial services, and Transaction Banking. YES BANK was awarded the

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"Most Innovative Bank in India" at the New Economy First Annual Banking and Finance Awards 2008 held in London and were announced in the December 2008 issue of the International Magazine, New Economy. YES BANK is the only Indian Bank to have won this award. Business Needs / Challenges With its expanding business and growing customer base (presently it has around 117 fully functional branches across the country), YES Bank strongly felt the need to efficiently manage its customer relationships and service its customers better. It used to manage its customer relationships via Excel Sheets, something that the bank was beginning to regret. The problem was that it was a one-way information sharing system that restricted data flow from the customer to the bank. It also lacked interactive features like capturing feedback from a customer. Moreover they had instances when they lost sales leads, or multi-interfaces to the same lead and re-assignment of leads. They just couldn't track the older leads as there were multiple registrations and entry for tracking them. The existing processes and tools also didn't aid employee collaboration. Information was lying in islands, without being shared across, was of no use at all and simply led to lost opportunities for cross/up sell. As YES Bank aggressively expands its business and customer base, it was looking for a Customer Relationship Management solution which is flexible and scalable. They wanted

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changes in accordance to the dynamics of their business and could simultaneously scale to accommodate their growth. YES Bank felt challenged on the following fronts.1) to cope with an increasing volume of multichannel interactions with the customers.2) to adopt business automation to improve sales turnaround time (from Lead to Customers), reduce manual data entry and increase speed of the process.3) The customer care department lacked a Help Desk Management System where the calls and complaints could be logged in and automatically assigned to relevant employee for resolution with automated escalations.

- (a) How is Yes Bank presently maintaining in interactions with customer?
- (b) What approaches would you suggest cope with the increasing volume of customer at the touch points?
- (c) What challenges is the Bank facing with regards to lead generation and service processing ?
- (d) Suggest approaches that would improve sales reduce time consumption in data entry.
- (e) What CRM system do they need to manage and resolve complaints and escalations?
- (f) In today's scenario, what could be the reasons for customer switching in this dynamic environment?