

Code: 14E00309

MBA III Semester Supplementary Examinations July 2016

**CUSTOMER RELATIONSHIP MANAGEMENT**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

\*\*\*\*\*

**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 What is CRM? Write a short note on importance of CRM.
- 2 Discuss customer satisfaction and loyalty.
- 3 Discuss e-CRM and complaint management.
- 4 How the technological tools help in CRM? Discuss.
- 5 Discuss technological issues in implementing CRM.
- 6 Discuss benefits and barriers to CRM.
- 7 Discuss the problems faced in customer relationship quality management.
- 8 How to design an effective relationship management system?
- 9 Discuss privacy and ethics in CRM.
- 10 Write a short note on future of CRM.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

Launched by GCMMF in 1996. It is six year old in 2002. A market leader in Mumbai which is a 7.7 million-litre market. Amul has a market share of 37% against HLL's 35 in Mumbai. Amul's market share in India is 35%, just slightly less than that of HLL's Kwality Walls. Amul sold in 2001, 20 million-litres of ice-cream as against Kwality wall's 24 million-litres. Ice-cream market grows by about 20% per annum. Amul grew by 60% in Western India and 40% in the North. Its average growth is 50% in 2001-2. Total ice-cream market is estimated to be growth Rs.2000 crore. There are branded products and products from the unorganized market. The branded market is 60 million-litres, and is worth Rs.500 crore. The major players are Kwality Walls, Amul, Mother Dairy and Dairy fresh and Baskin Robbins. There are some powerful regional brands. Some 2000 units are from the unorganized sector. This unorganized market has major players like Tulika and Rollicks in the east, Nature World, Postnoji, Naturals, Dinshws, Havmor and Yum in the West, Nirula in the north and Arun, Joy and Nandini in the south.

Per capita consumption of ice-cream 106 ml of ice-cream per year in India.

22 litters in the Us, 18 litters in Australia, 14 litters in Sweden, 5 litters in the UK

Ice-cream is still considered to be a premium product in India. It is also an urban product. This myth must be broken. It should be reasonably priced to penetrate the vast rural market and urban market. Its consumption must be increased. Amul sells 30-50% lower than the competitive brands. Amul has expanded the market. Amul also proposes to enter Delhi by setting up 2000 ice-cream outlets. It is setting up manufacturing facilities across the country. It expects to have 25 manufacturing facilities by the end of 2002. Amul is thinking in terms of parlors which will sell the whole Amul range including ice-creams.

Amul wants to expand the consumption level of 106 ml per annum to 500 ml per annum.

**Issues:**

What do you feel about Amul's brand strategy of price lower and aim higher? What is the role of promotion in ice-cream marketing? How can we develop new products in the category?

\*\*\*\*\*