

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM- R.M (Batch 2017-19), Tri-VI
Sub: CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

(End Term Examination)

Date of Exam: April 16, 2019

Time: 1.5 Hours

Marks: 25

Notes:

- 1. Question 1 is compulsory. Attempt any ONE question from Question 2 and 3.**
- 2. Supplement your answers with suitable theory and examples where necessary.**

Question 1 Analyze the case ‘**Laurs & Bridz Implementation of a Customer Relationship Management Solution**’ and answer the following questions

(15 Marks)

- Discuss the importance of CRM in Pharmaceutical companies such as Laurs & Bridz. Why should the company opt for a CRM solution?
- Evaluate the direct and indirect effects of CRM initiatives on Laurs & Bridz. Which CRM solution should Laurs & Bridz select? Why?
- Suggest an implementation plan for the selected CRM solution. What possible challenges will the company face in implementing a CRM solution? How can it mitigate these potential challenges?

Question 2 “To really win the customer loyalty, forget the bells and Whistles and just solve their problems”. Do you agree with this statement? How can an organization stop bad-service ripple effect using CRM? **(10**

Marks)

OR

Question 3 In the telecom sector, compare the CLTV of pre-paid and post-paid subscribers. Discuss the strategies they may implement in order to improve the lifetime value of the customers. **(10**

Marks)

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