February 2014

Bachelor of Business Administration (BBA) Examination

V Semester

(Customer Relationship Management)

Time 3 Hours]   [Max. Marks 80

Note : **Attempt any four questions from, Section A Each question carrying 15 marks. Section B is compulsory and carries 20 marks**

(Section A)

Q.1. Explain the concept and components of CRM.

Q.2. Explain the CRM cycle.

Q.3. Discuss the role of CRM in business strategy.

Q.4. Explain the framework for implementing CRM.

Q.5. Discuss the five phases of CRM projects.

Q.6. What do you understand by Field Force Automation ?

Q.7. Write short notes on any two of the following :

(a) 4C's of CRM process. (b) Customer touch points. (c) Customer Relationships on the interest. (d) Understanding service quality.

(Section B)

Q.8. Analyse the case :

Sales Force Automation at Rambo Pharmaceuticals

Rambo Pharmaceutical is a mid-sized Pharmaceuticals company with revenue in the low hundred of millions - a niche player - that had limited (or few) business processes in place and no best practices to speak of, despite having well over 200 salespeople. There was no formal sales process and no library of documented practices. Its world was compartmentalized sharply enough that the two wings of sales force (1) primary sales force (2) specialized sales force would often go to the same doctors to market product without sharing call notes between reps, irritating the "hotdocs" as they called targeted prospects. Even more germane in the highly competitive Pharmaceutical industry, targeted client are essential for success. Why The number of Pharmaceutical product virtually exceeds the number of physicians by uncountable multiples - and physicians have limited time. Good target data delivered rapidly is an essential feature is an industry where competitive edge is pretty much everything. Imagine an average of two terabyte of target data being processed a month. Now, due to antiquate systems and limited processes for delivery and use of data, imagine a lag time of 90 days to receive the data and another month to deliver it to the sales force, Deadly bad staff.

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