

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester IV – PGDM (RM) 2016-18

Customer Relationship Management
ET_RM_CRM_0710

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** Write short notes, giving suitable examples.
- a) Customer Life time value.
 - b) Partner Relationship Vs Customer Relationship Management.
 - c) Customers are value maximizers and risk minimizers.
 - d) Significance of CRM to stakeholders.
 - e) Future Trends in CRM. **15**
- Q 2** Explain emerging trends and issues of CRM in banking with the help of example? **13**
- Q 3** What is data warehousing and data mining? Explain the role they play in Customer Relationship Management. **13**
- Q 4** How are companies preventing customer defection and recovering lapsed customers using customer relationship Management practices? Explain with the help of suitable examples. **13**
- Q 5** What is Sales Force Automation? Explain benefits of Sales Force automation. Giving suitable example from any retail segment. **13**
- Q 6** Maintaining Customer Loyalty is top priority. Loyalty programs are increasing on popularity. What are key characteristics of loyalty program? Which of the objectives provides strongest competitive advantage? Give examples. **12**
- Q 7** **Read the case and answer the questions given at the end.**
“Resonance Apparels: Jumping to the next Orbit
The Resonance group was started by Mr. Sanjeev, a Ludhiana based entrepreneur on 1984. His flagship organization in the branded garment business, Resonance Apparels (Resonance) has been instrumental in taking the group to greater heights. However, in 2015, market

conditions have become difficult. He has foreseen that Resonance will either must take on its major competitor's head on or find its own niche in the space of big brands. He has asked his 24-year-old daughter, MS Rubina, to join the business as her executive assistant.

Rubina has been given the mandate to put the apparels business in the next orbit. Fresh after a bachelor's degree in Fashion Design and Technology, she has been wondering if she would be able to achieve the goal. She did not have the experience of running a business. However, she has gained confidence because of her exposure to three businesses in the same sector during the internships. The company has not created HR and IT departments yet, because the scale of operations has been small.

The target market of Resonance range of apparels has been traditionally being the student community. The company operates through a company owned retail format instead of a franchisee model. It also sells through multi-branded showrooms and smaller retail outlets to ensure wider availability.

The competitors have become stronger over a period by strengthening their brands through a good understanding of their customer and developing close relationships with them. Rubina has decided to increase the mindshare of Resonance and improve customer relationships. She has asked her core team to make presentation to her based on the inputs from customers and competitors.

Questions:

- a) Suggest ways to management of Resonance to improve their customer relationships and the brand positioning? 8
- b) Compare and analyze the difference practices of Resonance and its competitors? 8
