

IMBA in FS Sem.-6 Examination

FS-604

Consumer Relationship Management

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Instructions:

- Figures to the right indicate Full Marks.
- Do not write anything on the question paper.

- Q.1 You are the manager of a retail business experiencing a decline in customer retention. 14
How would you implement the Customer Relationship Management (CRM) process to improve customer satisfaction, loyalty, and sales?

OR

You are a marketing consultant for a startup in the online retail space that is struggling to retain customers despite aggressive promotional campaigns. The founders are considering implementing a CRM system. Apply your understanding of the factors responsible for the growth of CRM to explain why CRM has become essential in today's business environment. How would these factors influence your strategy for improving customer retention for the startup?

- Q.2 Define the concepts of customer retention and customer loyalty. Discuss the 14
relationship between the two, and explain why they are critical to long-term business success.

OR

You are the marketing head of a new premium coffee shop chain entering a competitive urban market. To build a loyal customer base, you need to understand and deliver on customer value and expectations. How would you identify what your target customers value most, and how would you design your offerings to meet or exceed their expectations? Illustrate your strategy with specific examples related to product, service, and brand experience.

- Q.3 Imagine you are the head of a startup aiming to implement a Customer Relationship 14
Management (CRM) strategy to enhance customer engagement and retention. What key steps would you follow in the CRM strategy development process, and how would you align it with your business goals?

OR

As a business leader, what strategies would you implement to build a customer-centric culture within your organization, and how would you measure its success?

- Q.4 Explain the concept of Sales Force Automation (SFA) and its role in improving the 14
efficiency and effectiveness of a sales team. Discuss the key features of SFA systems and the benefits they provide to both sales representatives and the organization as a whole.

OR

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As a CRM manager, you are facing challenges of the CRM system. What strategies would you implement to overcome these issues and ensure the successful implementation of CRM in your organization?

Q.5 **One Liner Questions (7 out of 10)**
(Two Marks for each Question)

14

1. Customer Relationship Management
 2. Customer Profitability
 3. Customer Value
 4. Customer Expectation
 5. Customer Satisfaction
 6. Customer Acquisition
 7. Customer Retention
 8. Customer Loyalty
 9. Customer Lifetime Value
 10. Customer Centricity
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