

BBA –Logistics and Supply Chain Management
Sem III
Customer Relationship Management
Questions

1. Write note on meaning and rise of relationship marketing.
2. Explain the relevance and key elements of Customer Relationship Management (CRM)
3. Explain the history and evolution of CRM.
4. Explain with example the importance of Customer retention.
5. How can marketers ensuring customer satisfaction through CRM?
6. Explain principles of customer satisfaction.
7. Write note on Good supplier relationship for CRM.
8. How can organizations managing good customer relationships and capture customer value?
9. Using examples explain importance of customer loyalty programs.
10. Explain challenges faced by organization in implementing CRM.
11. Explain differences in transactional and relationship approach with reference to CRM.
12. What are the Ethical issues in CRM.
13. Explain the importance of e-CRM for marketers.
14. Explain different levels of e-CRM.
15. What do you understand by Cross selling and up-selling? Explain with examples.
16. What is the role of technology in CRM & role of SAP in CRM.
17. Explain role of Customer call centers in CRM.
18. Write note on Social Networking and CRM.
19. What are the major trends in Mobile CRM?
20. What are the Challenges and Opportunities that mobile CRM offers?
21. Explain the role of maintaining Customer information database in CRM.
22. 'CRM is a strategic marketing tool'. Justify.

23. Explain the importance & benefits of Customer information database.
24. Explain the meaning and advantages of Data-warehousing.
25. What are the advantages of data mining?
26. Explain the changing trends in CRM.
27. Explain the constellation of relationships that a company manages?