

**Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore-641043**

**Master's Degree Examination – November 2017  
Semester III**

Class: II PG  
Major: MBA/MBM – IT Organisation Administration

Max.Marks: 60  
Time: 3Hours

**Functional Specialisation I/II Paper II  
16MBAC21M/22M/16MBMC21M e – Customer Relationship Management**

**Part – A**

**10x1/2= 5**

**Answer The Following**

**Choose the Correct Answer**

1. \_\_\_\_\_ is a key e-CRM technique to tailor messages according to stated preferences or observed buyer behaviour.  
a. Referral, recommendation or advocacy  
c. Reactivation  
b. Personalisation  
~~d. Retention~~
2. In e-CRM, customer acquisition means:  
a. attracting customers in the target profile to your website and encouraging them to opt-in.  
b. identifying the appropriate customers to target.  
c. encouraging customers to purchase more expensive products which may also be in other categories.  
d. encouraging customers to purchase further products through personalised web and e-mail communications.
3. In creating anonymous electronic cash what is bank required to do  
a. Associate the bank with the customer  
b. Digitally sign the electronic cash  
c. Associate the electronic cash with a particular consumer  
d. None of the above
4. While delivering educational material on internet in Education, which issue is most important?  
a. Model: Pull/Push    b. Model: Push/Pull    c. Information    d. Performance
5. \_\_\_\_\_ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business.  
a. E-commerce    b. E-marketing    c. E-procurement    d. E-business
6. Online communities or social networks can assist with e-CRM through:  
a. identifying the highest value customers.  
b. researching customer perceptions about products.  
c. profiling customers.    d. Advertising
7. E-business software is best defined as to manage:  
a. sell-side e-commerce applications.    b. internal administrative applications.  
c. buy-side applications.    d. None of the above
8. The criterion used to assess how user and business needs are met in software is-----.  
a. Compatibility    b. Cost.    c. Security    d. Functionality
9. \_\_\_\_\_ data is information about the purpose of communications to the customer.  
a. Transactional data    b. Profile data  
c. Behavioural data    d. Campaign history
10. \_\_\_\_\_ data is information about how the customer has responded to campaigns.  
a. Behavioural data    b. Campaign history  
c. Transactional data    d. Profile data

**PART – B**

**(5\*4= 20 marks)**

**Answer ALL questions**

**Each answer should not exceed 200 words or one page**

11.a. Explain briefly the business strategy component with e-CRM.

Or

b. Write short note on the customer life cycle.

12.a. Write short note on an effective E-CRM model for modern business of the major steps in implementing enterprise-wide.

Or

b. Explain the Elements of a Viral Marketing Strategy.

13.a. Difference between client /server and web application.

Or

b. What are the benefits and drawback of digital payment ?

14.a. How to Evaluate a CRM – Customer Relationship Management Software?

Or

b. Explain briefly the most common obstacles to success with CRM software.

15.a. Explain the various components of Integrated Marketing Communication.

Or

b. What are the criteria to be considered while choosing Advertising Agency?

**PART – C**

**(5\*7= 35 marks)**

**Answer ALL questions**

**Each answer should not exceed 600 words or three pages**

**Question No.20 is Compulsory**

16.a. Enumerate the evolution of e-CRM.

Or

b. Describe elaborately knowledge enabled customer relationship management.

17.a. Discuss the E-CRM of three major components of customer support issues.

Or

b. Enumerate the growth of database marketing is driven by a number of environmental issues.

18.a. Discuss the processes of web applications.

Or

b. Describe elaborately the different Classification of e-Payment systems

19.a. Describe elaborately the Sales functions of e- CRM software and Business management modules.

Or

b. Enumerate the Evolution of CRM Software.

**20. Compulsory:**

**BMW CRM Case Study**

Viewing BMW's CRM systems can help to decide the type of customer relationship management tools need in company. Customer Relationship Marketing tools can be the best way to interact more effectively with your customers, and improve your services or products. However, in the case of a company such as BMW, CRM can also provide assistance with clever product promotions and in creating an aura of exclusivity for the brand.

**BMW Overview**

BMW are one of the most well-known car manufacturers, and are prized by customers for their exclusivity and the quality of their finished products. They produce luxury cars and other vehicles for a very limited market, and tend to attract greater customer loyalty than other multinational businesses. As BMW deal with a smaller and more brand aware range of customers, relationship management is an essential part of their overall product. Therefore, collecting customer information and improving the promotion-to-customer ratio is extremely important.

## BMW and CRM

BMW need to have CRM software which enables them to improve the promotion of their products, and particularly supports the targeting of particular customers when it comes to new releases. When looking to change their CRM, BMW were focused on finding a product which would allow them to promote their new ActiveE machine. By targeting customers to test drive the vehicle in largely rural areas, the company hoped to encourage purchases. BMW combined this with social media CRM which helped to connect their wider audience to these test drives and also promoted the vehicle to a larger audience.

When looking for a new customer relations marketing tool, BMW focused upon particular areas in their current data collection that needed to be addressed. For example, they wished to address the financial cost of collecting customer and potential client data, and also cut back the on the time taken to process data. Through this data collection system, BMW hoped to improve the general effectiveness of their direct marketing campaigns. They also wanted to manage their loyalty programs in an efficient way. Their control of social media through CRM also needed to be addressed in order to enhance their position on the Internet. In order to achieve this, BMW needed a CRM package that could provide them with all of these answers.

### Choosing a successful CRM product

BMW have been working with their CRM package for a while now. They have been able to implement their ideas into a package which collects and stores important data about BMW's customers and assesses what each customer requires from the company. The business has used CRM primarily to provide important information about new products and services, and ways to introduce customers to these promotional items. By improving their understanding of social media in generating information about customer preferences, BMW are reaching out in new and exciting ways.

BMW is a large business which has been able to use customer information to find out more about what buyers are looking for from its product. Smaller companies can also benefit from CRM in a similar way.

### Questions:

1. Discuss the e-CRM packages to BMW's CRM systems.
2. Which source of product information can buyer obtain through e-CRM?
3. Can smaller companies get benefit from e-CRM software which is adopted in larger companies?

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Leach

Acquisition

Conversion

Loyalty

Retention