

Program: M.COM PART - I Semester: II Program Code: 2120361
Course: Customer Relationship Management Course Code: 59112
Duration: 2 Hours Examination Pattern: NEP-Autonomous-External Max. Marks: 50

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:

REGULAR

Q. 1 Analyse the case and answer the questions that follow: [10]

Case Title: CRM Transformation at Reliance Digital

Reliance Digital, a subsidiary of Reliance Retail, operates across major cities in India. The company sells electronics, home appliances, and gadgets through both physical stores and online platforms.

In recent years, the company noticed:

- Declining repeat purchases
- Increasing customer complaints
- Poor response time to service requests
- Low engagement on social media platforms

Customer data was stored in separate systems across departments (sales, service, marketing). This led to:

- Lack of understanding of customer purchase patterns
- Ineffective follow-up communication
- Poor personalization of offers

To overcome these issues, the management decided to implement a centralized E-CRM system. The new strategy included:

- Integration of sales and service data
- Use of CRM software for customer analytics
- Launch of loyalty programs
- Active engagement on social media
- Improved data security measures

After implementation, the company observed:

- Improved customer satisfaction
- Increased repeat purchases
- Better complaint resolution time
- Higher social media engagement

- (a) Evaluate strategies used by the company to build Customer Loyalty and Engagement. [03]
- (b) Explain the factors influencing consumer behaviour in the case. [03]
- (c) Discuss the CRM Strategy Cycle with reference to the case. [04]

Q. 2 Attempt any ONE of the following: [10]

- (a) Explain the benefits of CRM to organization.

OR

- (b) Discuss the types of CRM.

Q.3 Attempt any ONE of the following: [10]

(a) What is Purchase patterns? Briefly explain common purchase patterns.

OR

(b) Explain the factors influencing consumer behavior.

Q.4 Attempt any ONE of the following: [10]

(a) What are the Factors influencing Customer Loyalty?

OR

(b) Discuss strategies for Effective Customer Engagement.

Q.5 Attempt any ONE of the following: [10]

(a) State the 5 E's of E-CRM.

OR

(b) Differentiate between Traditional CRM and E-CRM.

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