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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Customer Relationship Management, (Course Code: 40127)**  **Improvement Examination, Term - IV (November, 2024)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

Crompton maintains a leading position in the domestic fans and residential pumps segments. It is the fourth-largest lighting company in India. Competition in the consumer durables sector has intensified over the past few years, with brands establishing consumer connection and brand recall. Crompton faces tough competition from players in the organised and unorganised segments, though the price difference enjoyed by the unorganised sector has reduced since the goods and services tax came in. The managing director of the company has decided to procure a CRM software to streamline the sales process and enhance the customer relationship manager. Assume yourself to be the sales and marketing head of the company and you are in a meeting called by the managing director where heads of various verticals of the organization are present.

Q1. Suggest various hurdles that the organization might face while implementing the CRM strategy. Further discuss how operational, analytical and collaborative CRM are different.

**(8 marks)**

Q2. The Finance head of the organization remarked “CRM software will only be useful for the marketing department”. The HR head remarked “Well, I don’t see any use of the CRM software for my department. Afterall, it is all a database of customers.” The R& D head said “I don’t care which software you use. My R&D department has no advantage from this software”. You are required to counter the arguments put forth by the finance, HR and R&D heads and justify how the CRM software will be useful for all. **(10 marks)**

Q3. Customers are rating the products of company as 7 or 8 out of 10. However, you as the sales and marketing head of the company is not happy with these scores. Your subordinate asks you the reason for your unhappiness and you remark “7 or 8 scores do not improve my NPS”. Your subordinate is still confused. Justify your remark to better explain the scenario to your subordinate. **(6 marks)**

Q4. Apply your knowledge of high cost to serve customers and low cost to serve customers to categorize Crompton customers into these two categories. **(6 marks)**

Q5. Customer defection could be because of various reasons. As the sales and marketing head of Crompton, you have to train your sales persons on customer defection. Discuss various factors that might lead to customer defection. **(10 marks)**