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IV Semester M.B.A. (Day) Degree Examination, October - 2021

MANAGEMENT

Services Marketing And Customer Relationship Management

Paper : 4.3.2

(CBCS Scheme 2019-20)

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **FIVE** questions. Each carries **5** marks. **(5×5=25)**

1. What is SERVQUAL? Enlist the five dimensions of service quality.
2. With an example explain the concept of Service marketing Mix.
3. Why designing and developing a service offering is very challenging?
4. Comment on the nexus between CRM and customer loyalty.
5. What should be your marketing strategy for any one of the following.
   a) Logistics services
   b) Education services
6. With an example explain the concept of E-CRM.
7. Write short notes on:
   a) Service marketing traingle
   b) Data mining

SECTION - B

Answer any **THREE** questions. Each carries **10** marks. **(3×10=30)**

8. Explain the GAP Model of service Quality.
9. Consider a small business preparing to buy a computer system. Which of the influence on customer expectations, do you believe will be pivotal? Which factors will have the most influence? Which factors will have least influence in this decision?
10. Explain the concept of customer relationshp management. Explain various types of CRM with suitable examples.
11. A leading corporate personality commented - CRM mangers plays a pivotal role in the growth of an organization. Do you agree with this? Substantiate your answer.

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SECTION - C

Case Study - Compulsory. (1×15=15)

12. Case Study.

Earlier VIVA Valve and controls utilized a miscellaneous set of applications to manage its sales and CRM business process. However, many considered this business processes as not strong enough to be sustained. Hence the company hired HCL for its IT servics to implement the CRM application and provide the needed resources, skills, and proven experience for a successful IT program. The new CRM application has improved sales efficiency higher revenue for the organisation.

VIVA Valve and controls earned $3.5 billion as revenue in year 2011 from its two division's one for fluid processing solutions and another for technical products. VIVA.

Valves and controls water an fluid processing products have a wide range of applications for fluid handling. These products vary from fuel efficient pumps and point of - use filtration to highly engineered pumps and fluid processing systems. VIVA Value merged with Libra international limited and formed VIVA Libra Pvt. Ltd. This merger brought together 90 brands offering knwo-how and solutions to challenging flow control solutions. Lots of different sets of products were included to the existing product line. Now VIVA Libra Pvt Ltd consists of more than 4,000 employees, 40 manufacturing plant and sales and distribtuion centres. IN addition, the company operates in several continents of the world bringing in the diversity of the language, culture and business practices. As a result the company faced many issues which included:

a) Reduced visibility.
b) Improper data entry.
c) Inappropriate data management.
d) Decreased sales efficiency.
e) Lack of cooperation among sales members.

To over these issues VIVA implemented a new Sales management application using Microsoft CRM across the entire organisation. The benefits the tool provided are:

a) Central repository to store and access customer contacts.
b) Clear cut tracking system for quotations, providing a clear understanding of sales status, opportunity and final result.
c) Creation of customer serice helpline to resolve issues arising post sales.
d) Global project tracking system for marketing and sales drivers.

As a result VIVA Libra brought in uniformity and efficiency in the organisation.

Question:

i. Based on the given challenges, identify few other challenges that the company might have faced.
ii. In you analysis was the new sales management application a wise investment? If so give reasons for your answer.