

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fifth Trimester MBA Degree Regular and Supplementary Examination April 2021

Course Code: : MKT-T5-11**Course Name: CUSTOMER RELATIONSHIP MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks.*

Marks

Write short notes on:

- | | | |
|---|---|-----|
| 1 | Difference between CRM and e CRM. | (2) |
| 2 | Components of EMA. | (2) |
| 3 | Methods of Implementing CRM. | (2) |
| 4 | Any two Disadvantages of ASP. | (2) |
| 5 | Any two complaint handling techniques in CRM. | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks.*

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|----|--|------|
| 6 | Define CRM. Why it is important for an organization? Substantiate. | (10) |
| 7 | Response management is more effective in E-marketing and closed loop based system. Justify this statement with proper example. | (10) |
| 8 | Explain in detail about the various steps involved with pre implementation of CRM. | (10) |
| 9 | Who are ASPs? Discuss their role and functions in detail. | (10) |
| 10 | Discuss the role and models of emerging marketing channels and their impact in CRM. | (10) |

PART C*Compulsory question, the question carries 20 marks.*

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| 11 | Destination Disney: Destination Disney is the name of Disney's new customer experience strategy. The company intends to leverage technology, both up front and behind the scenes, in hopes of personalizing the park experience. Once in the park, the idea is to be able to givepack goes up to the minute information specific to their pre-set preferences. via their cell phones. This project hopes to collect information from customer or make this data accessible across all lines of business so that employee at any given time can access or add information to a visitors profile. Another initiative that lier in Destination Disney is a Web Site called Magical Gatherings, specifically intended to boost new revenues and | (20) |
|----|---|------|

group business bookings by encouraging. Fal – flung family members to collaborate online to plan. Their next reunion or group event at Disney World. In the next few years, Disney needs to use the internet to capture the e-mail addresses of every Disney visitor and potential visitor with that capability Disney can have more control over guest attendance by offering very specific promotion to highly valued guest.

Destination Disney are also rolling out interactive, location hopes to collect information from customer or make this data accessible across all lines of business so that employee at any given time can access or add information to a visitors profile. Another initiative that lier in Destination Disney is a Web Site called Magical Gatherings, specifically intended to boost new revenues and group business bookings by encouraging. Fal – flung family members to collaborate online to plan. Their next reunion or group event at Disney World. In the next few years, Disney needs to use the internet to capture the e-mail addresses of every Disney visitor and potential visitor with that capability Disney can have more control over guest attendance by offering very specific promotion to highly valued guest.

Destination Disney are also rolling out interactive, location aware programs to help Disney executives cut costs on the back end in pack operations and logistics. The effort will include helping to manage the parks' fleet of 267 buses, which shuttle an average of 15,00,000 packagers a day. GPS and mobile internet technology let Disney run its fleet based on real – time customer demand rather than set schedules helping to eliminate lines and wait limit as well as cut excess operations.

It is also planning to expand its digital imaging services which could include a program that may let visitors staying at a Disney hotel use their room television sets to review and buy photographs taken of them on rides during the day. The resort is looking to improve its service that allows visitors to schedule rides thus avoiding long queues

Questions :

1. Explain in your own words, how Disney collects information from customers?
2. Critically evaluate Destination Disney?
