



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

Approved by All India Council of Technical Education,
Affiliated to the University of Madras and ISO 9001:2015 Certified Institution

CUSTOMER RELATIONSHIP MANAGEMENT

QUESTION BANK (PMF16)

1. "Good customer intelligence can create best customers" – Justify the statement with necessary Examples.
2. Explain the process model of relationship marketing in detail.
3. Discuss the detailed structure of the relationship marketing success chain.
4. How do we evaluate customer satisfaction? Bring out the steps that are necessary in conducting a Customer satisfaction survey
5. Analyze the different types of customer loyalty and customer behavior.
6. "Customer Relationship Management focuses more widely on customers with value creation and Delivery chain of the organization" – Critically comment on this statement.
7. Write the different qualitative and quantitative methods of customer relationship measurements.
8. Discuss the design and usage of customer relationship surveys in service industry.
9. Describe partnership management with suitable illustrations.
10. Examine the changes in corporate cultures due to technological revolution.
11. Design a suitable CRM model for a multispecialty hospital with the strategy to make Customer retention and customer promotion
12. Discuss the CRM business cycle.



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13. Discuss Mckinsey's 7's' frame work in detail.
14. Explain the components of CRM programme and the process to implement CRM in service organisation.
15. Explain the fundamental structure of success chain in relationship marketing.
16. Explain the various methods of statistical analysis used in customer survey.
17. How do you measure customer satisfaction of toilet soap?
18. What is customer centeric thinking? Why is it critical to CRM and marketing automation?
19. What are the CRM practices implemented in retail industry?
20. Discuss in detail on the ethics and legalities of data use in CRM.
21. "CRM is emerging as a most important factor affecting business growth". Explain the statement.
22. Write a detailed note on practices of CRM followed in any of the private sector organizations.
23. Explain the strategies to prevent defection and recover lapsed customers.
24. Differentiate between partner relationship management and customer relationship management. What is the necessity of CRM? Discuss.
25. Explain in detail the integration of CRM with ERP system and its approaches.
26. Discuss the qualitative measurement methods of CRM.
27. Explain about the principles of customer information database.

Mr.M.Riaz Ahmed
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28. How the relationship management helpful for building customer relationship.
29. Discuss the strategies CRM Planning Processes.
30. Why a company needs CRM? Discuss your views.
31. "Customer relationship management highly depends on market dynamics and relationship drivers". Analyze the statement with appropriate examples.
32. Explain the CRM business transformation process.
33. Describe the customer segmentation in relationship marketing based on the success chain.
34. Discuss the framework for customer loyalty.
35. Explain the integration of CRM with ERP solutions in detail.
36. Briefly explain the components of CRM.
37. Explain the different levels of e-CRM.
38. What are the requisites for a customer relationship survey design?
39. Explain the different retention strategies.
40. What are the guidelines for CRM implementation?
41. "Is technological advancement really give impact in CRM positive or negative"-Discuss with suitable examples.
42. Explain the nature and importance of relationship marketing.
43. Explain the methods of customer relationship marketing.
44. Explain the functions of Mckinsey's 7S framework.
45. Compare and contrast qualitative and quantitative measurement methods for CRM.

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46. Explain how do you prepare the mission and strategies for managing the customers?
47. Explain the use of customer loyalty in building long lasting relationships with examples.
48. "Do you think CRM is successful in modern retailing in India" cited with suitable examples.
49. How IT can be used to contact different age groups for better CRM?
50. CRM Cycle
51. CRM Concepts
52. Types of CRM
53. Difference between Relationship Marketing and CRM
54. Types of customers
55. Technology used in CRM
56. Consumer satisfaction survey
57. Consumer research process
58. Eight building blocks of CRM
59. Framework of CRM
60. CRM Business cycle