



**Institute of Human Resource Advancement (IHRA)
University of Colombo, Sri Lanka**

**Master of Science in Service Management Course No.07
(English Medium)**

3rd Trimester Examination 2022

(Held on November 2022)

MSM – 5333 Customer Relationship Management

Instructions to the Candidates

- (1) This paper consists of five (05) questions and three (03) pages.
- (2) **Answer only four (04) questions**
- (3) Time allocated for the examination is three (03) hours.
- (4) Write your Index Number on all pages of answer scripts.
- (5) Tie up all answer sheets at the end of the examination.
- (6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

01.

- i. “Managing customer has become a more challengeable task in modern economic and social environment in Sri Lanka”. Explain the above statement with examples.

(10 Marks)

- ii. Explain the impact of customer satisfaction on customer retention using appropriate examples

(15 Marks)

(Total 25 Marks)

02.

- i. Explain the steps in developing a customer relationship strategy.

(10 Marks)

- ii Explain the different types of customer relationship management projects and explain why CRM implementation projects fail?

(15 Marks)

(Total 25 Marks)

03.

- i. Explain the differences between CRM readiness assessment and CRM maturity assessment.

(10 Marks)

- ii. Explain the five levels of CRM maturity in the development of customer relationship management

(15 Marks)

(Total 25 Marks)

04.

- i. Explain using examples, how do word of mouth on social media impact on brand image?

(10 Marks)

- ii. Explain CRM strategies a selected service organization as per your choice and analyses the level of success of those strategies according to your judgement. What are the strategies you proposed to create loyal customers to the said organization?

15 Marks)

(Total 25 Marks)

05. Write short notes on the five (05) of following concepts

- i. Employee engagement
- ii. Customer ladder of loyalty
- iii. Role of customer strategy
- iv. Employee empowerment
- v. Value creation process
- vi. Level of market segmentation emphasis

(05 Marks x5=total 25 marks)
