

**4<sup>TH</sup> SEMESTER MBA**

**CUSTOMER RELATIONSHIP MARKETING**

**ASSIGNMENT**

**Answer any one of the following questions.**

1. Mobile CRM: A study of barriers and facilitators to mCRM adoption.
  2. Discuss the management of customer relationships through internet.
  3. Discuss the impact of CRM on customer retention.
  4. Design a CRM program for a bank you are acquainted with.
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