Research Methodology & Techniques Used

Sources of data:

Primary data is collected through questionnaire posed to management students about application & importance of CRM in their institutions (in both the cases whether using CRM or not). This will result into understanding the efficacy of CRM where it is being used. On the other hand the study will find out what institutions are doing to have a long lasting relationship with the students.

Primary Data:

Sample Size: 2000 students

Sampling method: Non Probability Convenience Sampling

Technique used: Close ended Questionnaire, Descriptive & Diagnostic

Sources of secondary data: are journals, conference proceedings, reference books, internet, Business dailies etc.

Target population for this study is defined as follows:

Elements: Management students

Extent: Pune City

Time: (2009-2011)

Sampling Frame: The sampling frame for academic instituions consisted of management students, in Pune city.