

Module -1

Sl.No	Question	Marks	CO
1	Define Customer Experience (CX) Design.	1	CO1
2	What is the importance of CX design in modern business?	1	CO1
3	List two key principles of CX design.	1	CO1
4	Mention one benefit of CX design for businesses.	1	CO1
5	Define the term "customer journey" in CX design.	1	CO1
6	State one reason why CX design is essential in digital platforms.	1	CO1
7	Identify one concept related to CX design.	1	CO1
8	Write a short note on the role of empathy in CX design.	1	CO1
9	Mention one tool commonly used for CX design.	1	CO1
10	What is the role of feedback in CX design?	1	CO1
11	Explain the concept of Customer Experience (CX) Design.	2	CO1
12	What are the main objectives of CX design?	2	CO1
13	List and briefly explain two principles of CX design.	2	CO1
14	Discuss the importance of CX design in enhancing customer satisfaction.	2	CO1
15	Describe the role of touchpoints in CX design.	2	CO1
16	Explain how CX design impacts customer loyalty.	2	CO1
17	Define and differentiate between CX and UX design.	2	CO1
18	Outline two advantages of implementing CX design in e-commerce.	2	CO1
19	Describe how CX design contributes to business growth.	2	CO1
20	Explain the importance of analyzing customer feedback in CX design.	2	CO1
21	Discuss the key principles of CX design.	2.5	CO2
22	Illustrate with an example how CX design improves customer retention.	2.5	CO2
23	Explain the role of customer journey mapping in CX design.	2.5	CO2
24	Analyze the relationship between CX design and business success.	2.5	CO2
25	Identify and explain three key principles of effective CX design.	2.5	CO2
26	Discuss the impact of digital transformation on CX design.	2.5	CO2
27	Illustrate how CX design principles apply to mobile applications.	2.5	CO2
28	Explain the role of personalization in enhancing CX.	2.5	CO2

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Sl.No	Question	Marks	CO
29	Highlight the significance of omnichannel strategies in CX design.	2.5	CO3
30	Discuss the importance of measuring CX effectiveness through analytics.	2.5	CO3
31	Explain the principles and concepts of CX design in detail.	5	CO2
32	Discuss the importance of CX design in modern business with examples.	5	CO2
33	Explain the advantages of customer journey mapping in CX design.	5	CO2
34	Describe the steps involved in creating a CX strategy.	5	CO2
35	Illustrate the role of feedback in refining CX design.	5	CO3
36	Analyze the impact of poor CX design on customer engagement and loyalty.	5	CO3
37	Explain the role of empathy in understanding customer needs in CX design.	5	CO2
38	Discuss the application of CX design principles in retail businesses.	5	CO2
39	Highlight the importance of real-time data in improving CX design.	5	CO3
40	Evaluate the use of metrics and KPIs in assessing CX effectiveness.	5	CO3
41	Critically analyze the significance of CX design in the success of modern organizations.	12	CO3
42	Discuss in detail the principles and process of CX design.	12	CO2
43	Evaluate the role of customer journey mapping in the CX design lifecycle.	12	CO2
44	Analyze the challenges and solutions in implementing CX design strategies.	12	CO3
45	Propose a CX design strategy for an online marketplace.	12	CO3
46	Discuss the future trends shaping CX design methodologies.	12	CO3
47	Evaluate the role of customer personas in CX design.	12	CO3
48	Explain the significance of data analytics in improving CX design outcomes.	12	CO3
49	Discuss how CX design influences customer lifetime value.	12	CO3
50	Analyze the effectiveness of CX design in improving business outcomes with examples.	12	CO3