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Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

MS3EM07 Customer Relationship Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. What is a key feature of the relationship approach? **1**
(a) Direct and to-the-point communication.
(b) Transactional exchanges for immediate gains.
(c) Long-term connection and trust-building.
(d) Minimal consideration for the other party's needs.
- ii. What is the future outlook for relationship marketing? **1**
(a) Decline in importance due to advancements in automation
(b) Shift towards more personalized and authentic customer experiences
(c) Focus solely on short-term transactional relationships
(d) Increased reliance on mass marketing tactics
- iii. During which stage of the Customer life cycle does a customer become a brand advocate and recommend the company to others? **1**
(a) Acquisition (b) Retention
(c) Advocacy (d) Purchase
- iv. How does data mining contribute to customer information databases? **1**
(a) It increases the risk of data breaches
(b) It enhances data security measures
(c) It helps in identifying patterns and trends in customer behavior
(d) It reduces the need for data analysis

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- v. What does the term "lead generation" refer to in the context of customer acquisition? **1**
 (a) Converting prospects into paying customers
 (b) Identifying potential customers who have expressed interest in a product or service
 (c) Analyzing customer feedback to improve products
 (d) Generating sales revenue from existing customers
- vi. Which CRM model focuses on building long-term relationships with high-value customers? **1**
 (a) Operational CRM (b) Analytical CRM
 (c) Collaborative CRM (d) Strategic CRM
- vii. Which department within an organization benefit most from Collaborative CRM? **1**
 (a) Marketing (b) Sales
 (c) Customer service (d) Information Technology (IT)
- viii. Which type of CRM tool is designed to streamline front-office processes such as sales, marketing, and customer service? **1**
 (a) Operational CRM
 (b) Analytical CRM
 (c) Collaborative CRM
 (d) Strategic CRM
- ix. Which of the following is not a component of e-CRM? **1**
 (a) Data analysis (b) Customer segmentation
 (c) Inventory management (d) Customer support
- x. Which e-CRM channel allows customers to interact with businesses in real-time? **1**
 (a) Email (b) Social media
 (c) Phone (d) Chat-bots
- Q.2 i. Define CRM & write its significance in brief. **2**
 ii. Define customer satisfaction & write its significance in detail. **3**
 iii. Explain in detail paradigm shift from transactional to relationship approach in CRM. **5**
- OR iv. "Customer relationship management is also called customer retention management". Elucidate. **5**

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- Q.3 Attempt any two:
 i. How to develop customer related database? What is the use of this kind of database? **5**
 ii. What do you mean by customer perception? **5**
 iii. What is customer lifetime value? How customer profit analysis helps to understand customers? **5**
- Q.4 i. Discuss the strategies for customer acquisition, retention and prevention of defection. **5**
 ii. Explicate the CRM strategic planning process with the suitable example. **5**
- OR iii. Discuss with the examples of CRM roadmap for business applications. **5**
- Q.5 i. What are the functional and technical requirements for CRM solutions? Explain. **5**
 ii. What are the problems of call centre management? **5**
- OR iii. Differentiate between operational CRM & analytical CRM. **5**
- Q.6 Attempt any two:
 i. Write features and advantages of e-CRM in detail. **5**
 ii. Explains the steps of developing a strategy of e-CRM. **5**
 iii. Write a note on technologies used for e-CRM. **5**

Marking Scheme

MS3EM07 (T) Customer Relationship Management

Q.1	i)	C	1
	ii)	B	1
	iii)	C	1
	iv)	C	1
	v)	B	1
	vi)	D	1
	vii)	C	1
	viii)	A	1
	ix)	C	1
	x)	D	1
Q.2	i.	Definition CRM 1 mark significance 1 mark	2
	ii.	Definition Customer Satisfaction 1 mark significance in detail. 2 marks	3
	iii.	As per content	5
OR	iv.	As per content	5
Q.3	i.	Process to develop customer related database 3marks use of database 2 marks	5
	ii.	Definition, benefits, utilization of customer perception	5
OR	iii.	customer life time value 2 marks	5

How customer profit analysis help to understand customers? 3 marks

Q.4	i.	strategies for customer acquisition – 2 marks retention and prevention of defection. 3 marks	5
	ii.	CRM strategic planning process 4 marks suitable example 1 mark	5
OR	iii.	As per content	5
Q.5	i.	functional and technical requirements for CRM solutions 2.5+2.5	5
	ii.	5 problems of Call Centre Management	5
OR	iii.	5 difference between Operational CRM & Analytical CRM	5
Q.6		Attempt any two:	
	i.	features and advantages of e-CRM 2.5+2.5	5
	ii.	steps of developing a strategy of e-CRM.	5
	iii.	4 technologies used for e-CRM with example 4+1	5
