

Faculty of Management Studies

End Semester Examination May 2025

MS3EM07 Customer Relationship Management

Programme	:	BBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))

Marks CO BL
 1 1 2

Q1. How does CRM serve as a strategic marketing tool?

Rubric	Marks
By helping businesses track customer behaviour and tailor personalized marketing strategies	1

- By automating all customer interactions without human involvement
- By helping businesses track customer behaviour and tailor personalized marketing strategies
- By eliminating the need for sales representatives
- By focusing solely on social media marketing

Q2. What is the primary goal of Customer Relationship Management (CRM)?

1 1 1

Rubric	Marks
To maximize customer satisfaction and loyalty	1

- To minimize customer interactions
- To maximize customer satisfaction and loyalty
- To automate all business processes
- To reduce marketing costs

Q3. What is the purpose of a customer database in CRM?

1 2 2

Rubric	Marks
To collect and analyze customer data	1

- To store employee information
- To collect and analyze customer data
- To track competitor activities
- To manage financial transactions

Q4. In the customer life cycle, which stage focuses on building long-term relationships with customers?

1 2 2

Rubric	Marks
Determine the profitability of retaining a customer	1

- Determine the profitability of retaining a customer
- Identify competitors' pricing strategies
- Reduce production costs
- Predict seasonal demand for products

Q5. In the CRM process, which stage focuses on building long-term customer relationships?

1 3 2

Rubric	Marks
Customer Retention	1

- Customer acquisition Customer retention
 Lead generation Market segmentation

Q6. What is the primary goal of a CRM roadmap for business applications?

1 3 3

Rubric	Marks
To outline a strategic approach to implementing CRM solutions	1

- To outline a strategic approach to implementing CRM solutions To create financial reports for business audits
 To monitor employee attendance To develop manufacturing processes

Q7. What is the main function of sales intelligence CRM?

1 4 2

Rubric	Marks
Tracking competitor activities and market trends	1

- Automating payroll processing Tracking competitor activities and market trends
 Provide data that salespeople and marketers use to reach their prospects Handling legal compliance issues

Q8. What is the first step in the strategic CRM planning process?

1 4 2

Rubric	Marks
Defining business objectives and CRM goals	1

- Implementing CRM software Defining business objectives and CRM goals
 Hiring a sales team Conducting employee performance reviews

Q9. What is the main purpose of AI-powered BOTs in E-CRM?

1 4 2

Rubric	Marks
To automate customer interactions and provide quick responses	1

- To automate customer interactions and provide quick responses To manually input customer complaints
 To increase call waiting time for customers To reduce digital communication in business

Q10. Which of the following technologies is commonly used in E-CRM for automated customer interactions?

1 5 2

Rubric	Marks
Virtual Customer Representatives (VCRs)	1

- Web phones Virtual Customer Representatives (VCRs)
 Only traditional call centers None of the above

Section 2 (Answer all question(s))

Marks CO BL

Q11. What is Customer Relationship Management (CRM)? Define its purpose in business.

2 1 1

Rubric	Marks
Definition	1
Purpose	1

Q12. Explain the significance of CRM as a strategic marketing tool.

3 1 2

Rubric	Marks
significance of CRM as a strategic marketing tool	3

Q13. (a) Discuss the key concepts of relationship management in CRM. How can businesses apply these concepts?

5 1 3

Rubric	Marks
Introduction to Relationship Management in CRM	1
Key Concepts of Relationship Management	2
Application of Concepts in Business	2

(OR)

(b) Analyze the significance of CRM to different stakeholders.

Rubric	Marks
Significance of CRM to Different Stakeholders (As per content)	5

Section 3 (Answer all question(s))

Marks CO BL

Q14. What is Customer Lifetime Value (CLV)? Define its importance in CRM.

2 2 1

Rubric	Marks
Definition CLV	1
Its Importance in CRM	1

Q15. (a) Explain the customer life cycle and its importance in relationship management.

8 2 2

Rubric	Marks
Explanation of Customer Life Cycle	5
Importance of CLC in relationship management	3

(OR)

(b) Analyze the significance of customer perception and expectation analysis in CRM.

Rubric	Marks
Definition and its importance	2
Key Components of Customer Perception & Expectation Analysis	3
Role in Customer Retention & Business Success	3

Section 4 (Answer all question(s))

Marks CO BL

Q16. Discuss one key strategy businesses implement for customer acquisition, retention, and prevention of deflection. 3 3 3

Rubric	Marks
One key strategy for Customer Acquisition, Retention, and Prevention of Defection	3

Q17. (a) Describe the different models of CRM and analyze their applications in business.

7 3 4

Rubric	Marks
Description of Different CRM Models	4
Analysis of Applications in Business	3

(OR)

(b) Explain the CRM process and its key stages.

Rubric	Marks
CRM Process and its key stages. (As per content)	7

Section 5 (Answer all question(s))

Marks CO BL

Q18. Discuss the role of CRM managers contributing to customer relationship management and business success. 4 4 4

Rubric	Marks
Key Responsibilities of CRM Managers	2
Contribution to Business Success	2

Q19. (a) Explain the differences between operational CRM, analytical CRM, and collaborative CRM.

6 4 4

Rubric	Marks
Differences between Operational CRM, Analytical CRM, and Collaborative CRM (As per content)	6

(OR)

(b) Explain the strategic CRM planning process and evaluate the key implementation issues businesses face.

Rubric	Marks
Explanation of the Strategic CRM Planning Process	4
Evaluation of Key Implementation Issues	2

Section 6 (Answer all question(s))

Marks CO BL

Q20. Discuss the changing perspective of CRM in modern business.

4 5 3

Rubric	Marks
Traditional vs. Modern CRM Approaches	2
Key Factors Driving Change in CRM	2

Q21. (a) Explain the key technology dimensions enhancing customer relationship management.

6 5 4

Rubric	Marks
Key Technology Dimensions in CRM (As per Explanation)	6

(OR)

- (b)** Explain the role of Voice Portals, Web Phones, BOTs, and Virtual Customer Representatives in e-CRM.

Rubric	Marks
Role of key technologies-Voice Portals, Web Phones, BOTs, and Virtual Customer Representatives	6
