

Faculty of Management Studies

End Semester Examination May 2025

MS5OE02 Customer Relationship Management

Programme	:	MBA	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
Q1. Which of the following is a key purpose of relationship marketing?				1 1 1
<input type="radio"/> Short-term profitability	<input checked="" type="radio"/> Building long-term customer loyalty			
<input type="radio"/> Reducing marketing costs	<input type="radio"/> Expanding the product range			
Q2. What is the primary paradigm shift in marketing as per the relationship marketing approach?				1 1 1
<input type="radio"/> Focusing on product features	<input type="radio"/> Focusing on customer acquisition			
<input checked="" type="radio"/> Focusing on customer retention	<input type="radio"/> Focusing on mass marketing			
Q3. Which of the following is a key component of the CRM cycle?				1 2 1
<input type="radio"/> Product development	<input checked="" type="radio"/> Customer feedback collection			
<input type="radio"/> Market research	<input type="radio"/> Inventory management			
Q4. Which of the following is not a type of CRM?				1 1 1
<input type="radio"/> Operational CRM	<input type="radio"/> Analytical CRM			
<input type="radio"/> Collaborative CRM	<input checked="" type="radio"/> Psychological CRM			
Q5. Which of the following is not a technology used in e-CRM?				1 1 1
<input type="radio"/> Voice portals	<input type="radio"/> Web phones			
<input checked="" type="radio"/> Email marketing	<input type="radio"/> Virtual customer representatives			
Q6. What is a key advantage of e-CRM over traditional CRM?				1 1 1
<input type="radio"/> Increased customer retention	<input type="radio"/> Reduced marketing costs			
<input checked="" type="radio"/> Real-time customer interaction	<input type="radio"/> More customer touchpoints			
Q7. Which of the following is a key technique used in data mining for CRM?				1 2 1
<input type="radio"/> Data warehousing	<input checked="" type="radio"/> Cluster analysis			
<input type="radio"/> Data cleaning	<input type="radio"/> Customer segmentation			
Q8. What is the primary purpose of data warehousing in CRM?				1 1 1
<input type="radio"/> To store transactional data	<input checked="" type="radio"/> To collect data from multiple sources for analysis			
<input type="radio"/> To manage customer interactions	<input type="radio"/> To provide real-time customer feedback			
Q9. Which of the following is a significant emerging trend in CRM?				1 1 1
<input checked="" type="radio"/> Personalized customer engagement through AI	<input type="radio"/> Mass marketing techniques			
<input type="radio"/> Product-centric marketing	<input type="radio"/> Reducing customer touchpoints			

- Q10.** What is one of the challenges faced by businesses when implementing emerging CRM technologies? 1 1 1
- High customer retention rates
 - Integration of new technologies with existing systems
 - Limited customer feedback
 - Over reliance on traditional marketing

Section 2 (Answer all question(s))

Marks CO BL
2 1 2

- Q11.** Define relationship marketing. Explain its significance in today's business environment.

Rubric	Marks
as per explanation	2

- Q12.** Briefly explain levels of relationship marketing. 2 1 2

Rubric	Marks
as per explanation	2

- Q13. (a)** Discuss the evolution of relationship marketing. Explain its purpose in customer relationship management. How has the approach to marketing changed over time? 4 2 2

Rubric	Marks
as per explanation	4

(OR)

- (b)** Explain the historical perspectives of marketing. How did these perspectives pave the way for the emergence of relationship marketing?

Rubric	Marks
as per explanation	4

Section 3 (Answer all question(s))

Marks CO BL
3 2 2

- Q14.** What are the key stakeholders involved in CRM? Why are they important to the CRM process?

Rubric	Marks
as per explanation	3

- Q15. (a)** Describe the CRM implementation process. How does the 'People Factor' influence CRM success? 5 2 1

Rubric	Marks
as per explanation	5

(OR)

- (b)** Explain the significance of customer satisfaction in CRM. Discuss any one customer satisfaction model and their relevance in maintaining long-term customer relationships.

Rubric	Marks
as per explanation	5

Section 4 (Answer all question(s))

Marks CO BL

Q16. Briefly explain the concept of e-CRM and its role in enhancing customer relationships.

3 1 2

Rubric	Marks
as per explanation	3

Q17. (a) How do technologies like voice portals, web phones and virtual customer representatives contribute to improving customer service?

5 2 1

Rubric	Marks
as per explanation	5

(OR)

(b) Explain the functional components of CRM in an organization. How do these components contribute to creating a seamless customer experience?

Rubric	Marks
as per explanation	5

Section 5 (Answer all question(s))

Marks CO BL

Q18. Define data mining. Explain its significance in CRM.

3 3 2

Rubric	Marks
as per explanation	3

Q19. (a) Describe the process of data warehousing in CRM. How does it support CRM activities and decision-making?

5 3 1

Rubric	Marks
as per explanation	5

(OR)

(b) Explain the role of multimedia contact centers in CRM. How do they integrate various communication channels to enhance customer experience?

Rubric	Marks
as per explanation	5

Section 6 (Answer any 2 question(s))

Marks CO BL

Q20. What are some of the emerging trends in CRM? How do they impact customer engagement?

4 3 2

Rubric	Marks
as per explanation	4

Q21. Discuss the challenges businesses face while adopting emerging CRM technologies. How can businesses effectively integrate these technologies into their existing CRM systems?

4 4 1

Rubric	Marks
as per explanation	4

Rubric	Marks
as per explanation	4

Section 7 (Answer all question(s))

Marks CO BL

Q23. Case Study: CRM Implementation at Adidas

10 5 4

Adidas, a global leader in sportswear, operates in a highly competitive market, facing challenges from brands like Nike, Puma, and Under Armour. The company serves millions of customers across different sales channels, including retail stores, e-commerce platforms, and third-party marketplaces. However, Adidas struggled with fragmented customer data, making it difficult to offer personalized experiences, predict customer preferences, and manage relationships effectively. To overcome these challenges, Adidas implemented Salesforce Customer Relationship Management (CRM) to centralize data, enhance customer engagement, and optimize marketing efforts.

Before CRM implementation, Adidas faced several key challenges. Its customer data was scattered across different systems, leading to inconsistent experiences and a lack of a unified customer profile. This fragmentation prevented Adidas from tracking purchase history, preferences, and engagement patterns effectively. Additionally, the company's marketing strategies relied on mass campaigns rather than personalized approaches, resulting in lower customer engagement. Inefficient customer support processes led to long response times, as service agents lacked access to real-time customer data. Furthermore, Adidas struggled to deliver a seamless omnichannel experience, with customers facing disjointed interactions across online platforms, mobile apps, and physical stores. Lastly, Adidas faced difficulties in retaining customers and optimizing its loyalty programs due to limited behavioral insights. To address these issues, Adidas implemented Salesforce CRM, which centralized customer data, providing a 360-degree view of customers across all touchpoints. AI-driven analytics enabled Adidas to segment customers based on behavior, purchase history, and preferences, allowing for highly personalized marketing campaigns. The company also integrated its online store, physical outlets, and mobile applications into the CRM, ensuring a seamless omnichannel shopping experience. AI-powered chatbots and automated customer service tools were deployed to enhance customer support, reducing response times and improving satisfaction. Moreover, Adidas leveraged CRM analytics to refine its Creators Club loyalty program, offering targeted rewards and incentives to increase retention.

The results of the CRM implementation were significant. Adidas experienced a 20% increase in customer retention rates and a 30% growth in e-commerce sales. Customer service response times improved drastically, reducing from 24 hours to 6 hours, while customer satisfaction scores rose from 7/10 to 9/10. The company's marketing campaigns became more efficient, with a 68% improvement in return on investment (ROI) due to data-driven targeting. These improvements reinforced Adidas' market position and strengthened customer relationships.

The case of Adidas highlights several key takeaways. A centralized CRM system eliminates data silos and enhances customer insights, allowing for more personalized and effective engagement. Omnichannel integration ensures consistency across different platforms, improving customer experiences. AI and automation in customer support lead to faster resolutions and increased satisfaction. Lastly, data-driven loyalty programs help retain customers and boost repeat purchases.

Based on the case study, answer the following questions:

(i) How did salesforce CRM help Adidas improve customer relationships? What role did AI play in Adidas' CRM strategy?

Rubric	Marks
as per explanation	10
