

- Q.17 What is the importance of customer satisfaction measurements in CRM ?
- Q.18 How does CRM contribute to customer retention?
- Q.19 Explain the role of technology in CRM implementation?
- Q.20 What is the significance of customer feedback in CRM ?
- Q.21 Discuss the role of CRM in Service Sectors.
- Q.22 What are some common challenges faced during CRM implementation ?

#### **SECTION-D**

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Discuss the Evolution and Scope of CRM.
- Q.24 Discuss the terms below
- I) Customer satisfaction
  - II) Customer acquisition
  - III) Customer retention
  - IV) Customer Loyalty
- Q.25 What is CRM Planning ? Discuss the various Problems in implementing CRM

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**5th Sem. / Business Management (Retail)  
Subject :Customer Relationship Management**

Time : 3 Hrs.

M.M. : 60

#### **SECTION-A**

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 What does CRM stand for ?
- a) Customer Relationship Management
  - b) Customer Resource Management
  - c) Client Relationship Management
  - d) Customer Retention Management
- Q.2 Which of the following is a factor responsible for the growth of CRM?
- a) Increased Competition
  - b) Advances in technology
  - c) Greater customer expectations
  - d) All of the above

**Q.3** What is the primary goal of CRM ?

- a) Reducing costs
- b) Enhancing customer satisfaction
- c) Increasing product features
- d) Developing new products

**Q.4** Which types of CRM focus on the management of sales force activities ?

- a) Operational CRM   b) Analytical CRM
- c) Collaborative CRM d) Strategic CRM

**Q.5** What is Customer Lifetime Value (CLV) ?

- a) Total revenue from a customer over time
- b) The cost incurred to acquire a customer
- c) The average transaction value of a customer
- d) The total number of customers in a year

**Q.6** Which framework is commonly used in CRM to measure customer satisfaction ?

- a) SWOT Analysis
- b) Net Promoter Score (NPS)
- c) PEST Analysis
- d) Boston Matrix

## **SECTION-B**

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

**Q.7** CRM has no impact on customer retention rates.(True/False)

**Q.8** Customer experience management is solely about product quality.(True/False)

**Q.9** Collaboration between departments is essential for effective CRM.(True/False)

**Q.10** The main purpose of CRM is to reduce customer interactions .(True/False)

**Q.11** Setting clear CRM objectives is important for success.(True/False)

**Q.12** CRM planning does not require an understanding of customer needs .(True/False)

## **SECTION-C**

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

**Q.13** List 4 factors responsible for the growth of CRM practices.

**Q.14** Explain the concept of Customer Lifetime Value.

**Q.15** What are the types of CRM ?

**Q.16** Describe the framework of CRM.