

Section-D

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

- Q.23 What is CRM? Discuss its Types and Benefits.
- Q.24 What is CRM Strategy? Explain its development Process.
- Q25 What are the different applications of CRM?

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Roll No.

226753R

5th Sem.

**Branch : Business Management (Retail)
Subject : Customer Relation Management**

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)

- Q.1 Which of the following is a feature of CRM systems?
- a) Data analysis
 - b) Email marketing automation
 - c) Customer segmentation
 - d) All of the above
- Q.2 What is a key element of a CRM strategy?
- a) Product development
 - b) Pricing strategy
 - c) Customer segmentation
 - d) Supply chain management
- Q.3 Which type of CRM emphasizes interactions and communication with customers?
- a) Operational CRM b) Analytical CRM
 - c) Collaborative CRM d) Strategic CRM

- Q.4 What is customer retention?
- Attracting new customers
 - Keeping existing customers engaged
 - Measuring customer satisfaction
 - Reducing customer complaints
- Q.5 Which of the following is a trend in CRM?
- Increased personalization
 - Manual data entry
 - Decreased use of technology
 - Reduction in customer feedback
- Q.6 What does a CRM implementation roadmap typically include?
- Budget allocation
 - Project time lines
 - Training plans
 - All of the above
- Section-B**
- Note:** Objective/Completion type questions. All questions are compulsory. $(6 \times 1 = 6)$
- Q.7 CRM stands for Customer Resource Management. (True/False)
- Q.8 Customer Lifetime Value is an important metric in CRM. (True/False)
- Q.9 CRM systems can help improve customer service. (True/False)
- Q.10 All types of CRM systems are used exclusively for sales purposes. (True/False)
- Q.11 Data analysis is a key feature of Analytical CRM. (True/False)
- Q.12 Customer satisfaction does not impact customer loyalty. (True/False)

Section-C

Note: Short answer type Question. Attempt any eight questions out of Ten Questions. $(8 \times 4 = 32)$

- Define Customer Relationship Management (CRM)
- What are the main components of the CRM process.
- Discuss the role of data analytics in CRM strategies.
- Define the customer-centricity and its importance in CRM.
- What is the Customer Strategy Grid?
- Explain the concept of relationship marketing.
- How does CRM differ in consumer markets compared to the services sector?
- What metrics are commonly used to measure CRM performance?
- Discuss the significance of setting CRM objective.
- How does CRM facilitate better communication between departments?