

- 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 ?
- Reducing costs
 - Enhancing customer satisfaction
 - Increasing product features
 - Developing new products
- Q.4 Which types of CRM focus on the management of sales force activities ?
- Operational CRM
 - Analytical CRM
 - Collaborative CRM
 - Strategic CRM
- Q.5 What is Customer Lifetime Value (CLV) ?
- Total revenue from a customer over time
 - The cost incurred to acquire a customer
 - The average transaction value of a customer
 - The total number of customers in a year
- Q.6 Which framework is commonly used in CRM to measure customer satisfaction ?
- SWOT Analysis
 - Net Promoter Score (NPS)
 - PEST Analysis
 - Boston Matrix

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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.

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