

- Q.22 Describe the challenges of implementing CRM in a small business.
- Q.23 Explain the concept of “customer journey mapping” in CRM and its relevance in understanding and improving customer experiences.
- Q.24 Describe the benefits of implementing CRM in a small business.
- Q.25 How can business ensure ethical practices while implementing CRM systems?
- Q.26 Describe the potential challenges for integrating CRM systems with other organizational systems.
- Q.27 Write a detailed note on various tools of CRM.
- Q.28 Write a detailed note on various disciplines contributing for CRM.
- Q.29 Write a detailed note on measurement in CRM.
- Q.30 What do you understand by building rapport? Explain in detail.
- Q.31 What do you understand by sympathy? Explain in detail.
- Q.32 Discuss the benefits of “Social CRM” and how it differs from traditional CRM.
- Q.33 Discuss the importance of “Customer retention” strategies in CRM
- Q.34 What do you understand by customer profiling? Explain in detail.
- Q.35 Discuss in brief various strategies for development of customer loyalty.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What do you understand by retail? Explain in detail the role of CRM in retail.
- Q.37 What do you understand by customer profiling? How customer profiling helps in solving the problems of customers.
- Q.38 What is meant by customer loyalty? Write a descriptive note on different loyalty programmes.

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Sub.: Customer Relation Management

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Which of the following is a key objective of CRM?
- Maximizing short term profits
 - Minimizing customer interactions
 - Improving customers relationships
 - Reducing employee training
- Q.2 What role does customer feedback play in CRM?
- It is not relevant to CRM
 - It helps identify areas for improvement and customer preferences
 - It primarily focuses on competitor analysis
 - It is used to set employee performance targets
- Q.3 What is the primary goal of “Customer retention” strategies in CRM?
- To increase customer acquisition costs
 - To attract new customers
 - To encourage repeat business and build loyalty
 - To reduce employee training expenses
- Q.4 Which CRM tool is used to categorise customers into different groups based on characteristics like age, income and preferences?
- Marketing automation software
 - Customer analytics
 - Customer segmentation
 - Cross selling

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- Q.5 In CRM, what does “lead scoring” involve?
- Assigning a score to potential customers based on their likelihood to make a purchase
 - Evaluating the performance of sales leads
 - Measuring the return on investment (ROI) of lead generation campaigns
 - Determining the cost of acquiring leads
- Q.6 What is the primary purpose of “Customer relationship mapping” in CRM?
- To identify the company’s competitors
 - to visualize and analyze the interactions and relationship between customers and the company
 - To create a map of the company’s physical locations
 - To measure employee job satisfaction
- Q.7 Which CRM strategy focuses on identifying and nurturing high-value customers?
- Customer acquisition
 - Customer retention
 - Customer segmentation
 - Customer satisfaction
- Q.8 What is the primary purpose of the “lead management” function in CRM?
- Tracking customer complaints
 - Identifying potential customers
 - Managing employee schedules
 - Calculating revenue forecasts
- Q.9 Which of the following is a benefit of implementing CRM in a business?
- Reduced need for customer support
 - Increased customer acquisition costs
 - Improved customer satisfaction and loyalty
 - Decreased customer data security
- Q.10 Which CRM tool helps businesses track and manage their interactions with customers across various communication channels?

- Customer analytics
- Marketing automation
- Social CRM
- Employee training software

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Personalisation in CRM involves tailoring marketing messages and offers to individual customer preferences. (True/False)
- Q.12 Customer relationship mapping is primarily used to measure employee job satisfaction. (True/False)
- Q.13 CRM is one-time implementation process and does not require continuous updates or improvements. (True/False)
- Q.14 Customer segmentation is a strategy used in CRM to group customers with similar characteristics and needs. (True/False)
- Q.15 The primary goal of CRM is to attract as many new customers as possible. (True/False)
- Q.16 CRM systems can help businesses streamline their marketing efforts and reduce costs. (True/False)
- Q.17 Social CRM focuses on managing customer relationships exclusively through social media channels. (True/False)
- Q.18 In CRM, customer feedback is not relevant as it doesn’t impact customer relationships. (True/False)
- Q.19 Conversion rate measures the percentage of customers who make a purchase after interacting with a marketing message. (True/False)
- Q.20 Customer retention strategies in CRM aim to encourage repeat business and build customer loyalty. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 What do you understand by customer service? Explain in detail.