Program:	T.Y.B.Com (MS)	**Semester:**	V	**Program Code:**	UGMS02
Course:	Customer Relationship Management			**Course Code:**	NUMS506
Duration:	2 Hour	**Examination Pattern:**	NEP-Autonomous-External	**Max. Marks:**	60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		Attempt the following.				[15]	CO's	KL's
	(a)	**Fill in the blanks with an appropriate answer from the alternatives given.**				[08]		
		I	Managing customer emotions is important for developing stronger customer _____.				CO1 CO2 CO3 CO4	L1
			a.	Territories	b.	Inventories		
			c.	Contracts	d.	Relationships		
		II	Personalization in CRM primarily aims to provide a more _____ customer experience.					
			a.	Uniform	b.	Relevant		
			c.	Generic	d.	Standard		
		III	A company analyses customer comments on social media to understand customer opinions. This is an example of _____ CRM.					
			a.	B2B	b.	Social		
			c.	Mobile	d.	Traditional		
		IV	B2B CRM primarily manages relationships between _____.					
			a.	Employees	b.	Consumers		
			c.	Businesses	d.	Machines		
		V	Web-based self-service mainly reduces the need for _____ assistance.					
			a.	Human	b.	Financial		
			c.	Production	d.	Manual		
		VI	A company provides a seamless customer experience across its website, mobile app, store and delivery channels. This represents _____ CRM.					
			a.	Omnichannel	b.	Traditional		
			c.	Mobile	d.	Social		

		VII	CRM evolved from a primarily transactional approach towards _____ marketing.						
			a.	Retail	b.	Mass			
			c.	Production	d.	Relationship			
		VIII	Dividing geographical areas among salespeople is part of sales _____ management.						
			a.	Lead	b.	Contact			
			c.	Territory	d.	Case			
	(b)	**State whether the following statements are true or false.**					**[07]**		
		I	Organizational change can create challenges during CRM implementation.					**CO1 CO2 CO3 CO4**	**L1**
		II	Customer retention aims to increase customer defection.						
		III	Customer purchase history can be used as CRM data.						
		IV	Sales Force Automation helps manage sales activities.						
		V	Customer profitability has no relevance to CRM decisions.						
		VI	Customer privacy is not an important concern in E-CRM.						
		VII	Lead management deals with potential customers.						
Q. 2		**Attempt the following.**					**[15]**	**CO's**	**KL's**
	(a)	Apply the objectives, benefits and challenges of cross-selling in a CRM situation.					**[08]**	**CO2**	**L3**
	(b)	Explain the concept and objectives of CRM with examples.					**[07]**	**CO1**	**L2**
		OR							
	(c)	Apply web-based services in CRM.					**[08]**	**CO2**	**L3**
	(d)	Explain the meaning and benefits of CRM to organization and customers with examples.					**[07]**	**CO1**	**L2**
Q. 3		**Attempt the following.**					**[15]**	**CO's**	**KL's**
	(a)	Analyze the CRM strategy cycle and its objectives.					**[08]**	**CO3**	**L4**
	(b)	Evaluate the concept and levels of E-CRM in CRM.					**[07]**	**CO4**	**L5**
		OR							
	(c)	Analyze the role of Sales Force Automation in CRM.					**[08]**	**CO3**	**L4**
	(d)	Evaluate the effectiveness of AI, predictive analytics, chatbots and sentiment analysis in CRM.					**[07]**	**CO4**	**L5**

Q. 4		Attempt the following Case study.	[15]	CO's	KL's
		Decathlon, a leading sports retail company, regularly organizes cycling events, marathons, trekking sessions, and fitness workshops to engage with its customers. The company promotes these events through the Decathlon mobile app, emails, and social media. Customers receive personalized event notifications based on their interests and previous purchases. Participants are offered exclusive discounts, loyalty points, and early access to newly launched sports products. Through these event-based marketing initiatives, Decathlon has strengthened customer relationships, increased store visits, and encouraged repeat purchases. **Questions (05 Marks Each):** A) Analyze how Decathlon's event-based marketing initiatives contribute to customer engagement and repeat purchases. B) Evaluate the effectiveness of offering loyalty points and exclusive product access during Decathlon's events as a customer retention strategy. C) Examine the role of personalized event notifications in improving the success of Decathlon's marketing campaigns.		CO2	L4 L5 L6

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