

Program/Sem:	T.Y.B.M.S – Sem - V	Course:	Customer Relationship Management
Program Code:	2M00155	Course Code:	46013

10 NOV 2025

Duration: 2 ½ Hour

Max. Marks: 75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1 Attempt the following.

A. Fill in the blanks with an appropriate answer from the alternatives given.(Any 8) [08]

- Customer profitability segments classify customers into _____.
 - High and low profitability groups
 - Product-based groups
 - Age groups
 - Gender groups
- OLAP is used for _____.
 - Data cleaning
 - Data analysis
 - Data deletion
 - Data storage only
- Delivery and measurement are final steps in CRM _____.
 - Implementation
 - Evaluation
 - Strategy
 - Planning
- Outbound communication in CRM means _____.
 - Receiving queries
 - Sending information to customers
 - Blocking customers
 - Ignoring data
- _____ is when a customer stops buying one brand's products and chooses to buy them from a direct competitor.
 - Brand loyalty
 - Brand switching
 - Brand image
 - Brand positioning
- Tracking customer interactions and details is part of _____.
 - Contact management
 - Call routing
 - Cross-selling
 - Data warehousing

vii). Ethical issues in CRM arise from misuse of _____.

- (a) Customer data
- (b) Employee salaries
- (c) Supplier contracts
- (d) HR rules

viii) Web-based self-service helps customers solve issues _____

- (a) independently
- (b) through agents
- (c) by suppliers
- (d) through competitors

ix). Offering tailored products and services to individuals is called _____.

- (a) Event-based marketing
- (b) Data warehousing
- (c) Channel optimization
- (d) Personalization

x). CRM focuses on

- (a) transactions only
- (b) pricing
- (c) relationships
- (d) distribution

B. True or False: (Any 7)

[07]

- i). Information, process, technology, and people are key elements of CRM.
- ii). Brand building is not part of CRM.
- iii). Behaviour prediction in CRM uses past data to anticipate customer needs.
- iv). Customer retention is less important than acquisition.
- v). Knowledge management is part of CRM planning.
- vi). Configuration support is not a CRM function.
- vii). Customer value is a key element in understanding customers.
- viii) There is only one level of e-CRM.
- ix). CRM trends include gamification, AI, and mobile apps.
- x). CRM has no link with managing customer emotions.

Q. 2 **Attempt either A or B.**

[15]

A. a) Enlist and explain the benefits of CRM to organizations and Customers
b) Explain Service Level Agreement and main elements of good SLA.

OR

B. c) Briefly explain the different barriers in implementing effective CRM. [08]
d) Elaborate on the objectives of CRM. [07]

Q. 3 **Attempt either A or B.** [15]

A. a) What is call routing? Explain the different types of routing techniques. [08]
b) Elaborate on the concept of cross selling and up selling. [07]

OR

B. c) What are the quality issues identified in the data? [08]
d) Explain customer retention and methods to improve customer retention. [07]

Q. 4 A. **Attempt either A or B.** [15]

a) Explain CRM strategy cycle. [08]
b) Bring out the relevance of 3 E in CRM. [07]

OR

B. c) Explain service gap model. [08]
d) Discuss the objectives of CRM strategy. [07]

Q. 5 **Attempt either (A and B) or C.** [15]

A. Elaborate on the privacy issues in CRM and the solution for the same. [08]
B. Discuss the features of E-CRM. [07]

OR

C. **Short Note: (Any 3) (5 marks each)** [15]

a) Mobile CRM
b) Types of data
c) Global CRM
d) Knowledge Management
e) Components of CRM

--- X --- X ---