

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]**

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

[08]

[07]

**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

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