PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations –MAY 2025

Date: 30-05-2025   **Time:** 01.00 pm – 04:00 pm

School: SOM UG	**Program:** BBA
Course Code : BBA 3024	**Course Name:** Customer Relationship Management
Semester: IV	**Max Marks**: 100 **Weightage**:50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	20	20	20	20

Instructions:

   (i) *Read all questions carefully and answer accordingly.*

   (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2 marks.   **10Q x 2M=20M**

1.	State the definition of CRM according to business perspective.	2 Marks	L1	CO1
2.	List two goals of Customer Relationship Management.	2 Marks	L1	CO1
3.	Define the term 'perceived value' in the context of CRM.	2 Marks	L1	CO2
4.	Recall two factors that influence customer defection.	2 Marks	L1	CO2
5.	Define customer profiling in CRM.	2 Marks	L1	CO3
6.	List two tools used for customer segmentation.	2 Marks	L1	CO3
7.	Identify two building blocks of a CRM program.	2 Marks	L1	CO4
8.	Define customer satisfaction index.	2 Marks	L1	CO4
9.	List two features of contact center technology.	2 Marks	L1	CO5
10.	Define sales force automation in the context of CRM.	2 Marks	L1	CO5

Part B

Answer ALL the Questions. Each question carries 7 Marks.   **Total Marks 35M**

11.	a.	Describe the components of CRM and explain their interrelationships in creating customer value.	07 Marks	L2	CO 1
		Or			
12.	a.	Explain the significance of touch point analysis in CRM implementation with appropriate examples.	07 Marks	L2	CO 1

13.	a.	Explain the concept of value chain analysis and its role in enhancing customer value.	07 Marks	L2	CO 2
		Or			
14.	a.	Describe the relationship between customer retention strategies and customer lifetime value with examples.	07 Marks	L2	CO 2

15.	a.	Explain the different stages in the CRM process and their significance in managing customer relationships.	07 Marks	L2	CO 3
		Or			
16.	a.	Describe the importance of KYC practices in creating effective customer profiles with examples.	07 Marks	L2	CO 3

17.	a.	Explain the building blocks of CRM program life cycle and their role in strategy deployment.	07 Marks	L2	CO 4
		Or			
18.	a.	Describe various CRM metrics and explain their application in measuring relationship performance.	07 Marks	L2	CO 4

19.	a.	Explain front desk management technology and its importance in enhancing customer experience.	07 Marks	L2	CO 5
		Or			
20.	a.	Describe the emerging trends in CRM technology and their impact on business performance.	07 Marks	L2	CO 5

Part C

Answer any Three Questions. Each question carries 15 marks   **3Q x 15M=45M**

21.	a.	Analyze the evolution and transformation of customers in the digital age and explain how this has influenced modern CRM strategies. Discuss the significance of customer privacy in this context with relevant examples from service industries.	15 Marks	L4	CO 1

22.	a.	Examine the concept of value co-creation and its importance in building strong customer relationships. Analyze how organizations can implement value co-creation strategies to enhance customer retention and prevent defection. Support your answer with relevant examples.	15 Marks	L4	CO 2

23.	a.	Evaluate the various techniques used in managing customer relationships throughout different stages of the customer	15 Marks	L4	CO 3

		lifecycle. Analyze how effective segmentation and targeting contribute to successful relationship management with appropriate examples.			
24.	**a.**	Read the case study and answer the questions that follow: LuxuryStay Hotels, a chain of premium hotels with 35 properties across the country, was facing increasing competition and declining customer loyalty. Guest feedback indicated inconsistent service quality across properties and lack of recognition for repeat customers. The hotel had basic guest information collected during check-in but wasn't using this data effectively for personalization. The management decided to implement a comprehensive CRM strategy focusing on guest experience enhancement. They integrated their property management system with a centralized CRM database, implemented a mobile app for seamless booking and personalized communication, and trained staff to access guest profiles and preferences during every interaction. They also launched a tiered loyalty program rewarding guests based on frequency of stays and spend. Eight months after implementation, LuxuryStay saw a 32% increase in repeat bookings and a 24% improvement in guest satisfaction scores. However, they faced challenges with data integration across different hotel properties, staff adoption of the new system, and measuring the ROI of specific CRM initiatives like the loyalty program. Questions: 1. Analyze the CRM strategy implemented by LuxuryStay Hotels and evaluate how it addresses the core components of an effective CRM system. (5 Marks) 2. Identify and explain the CRM metrics that LuxuryStay Hotels should use to measure the effectiveness of their CRM implementation. (5 Marks) 3. Suggest technological solutions to address the challenges faced by LuxuryStay in their CRM implementation, with particular focus on emerging trends in hospitality CRM. (5 Marks)	**15 Marks**	**L4**	**CO 5**