PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 20-05-2025   **Time:** 09:30 am – 12:30 pm

School: SOM-UG	**Program:** BBA
Course Code: BBA3081	**Course Name:** Customer Relationship Management
Semester: VI	**Max Marks**: 100 **Weightage**:50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	25	25	25	

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.	Recall the significance of touchpoint analysis in CRM	2 Marks	L1	CO1
2.	Define the scope of Customer Relationship Management.	2 Marks	L1	CO1
3.	Identify the concept of customer evolution and its role in CRM.	2 Marks	L1	CO1
4.	State the meaning of Know Your Customer (KYC) in CRM.	2 Marks	L1	CO2
5.	List any two tools used for customer segmentation.	2 Marks	L1	CO2
6.	Define value chain analysis and its importance in CRM.	2 Marks	L1	CO2
7.	Name two CRM metrics that help measure customer satisfaction.	2 Marks	L1	CO3
8.	Recall the significance of loyalty programs in CRM.	2 Marks	L1	CO3
9.	Identify the term E-CRM and its application in modern CRM strategies.	2 Marks	L1	CO4
10.	State two barriers to Internet adoption in CRM.	2 Marks	L1	CO4

Part B

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

11.	Explain the process of transforming touchpoints into actionable insights within CRM strategies.	07 Marks	L2	CO1
	Or			
12.	Discuss customer profiling and its significance in segmentation and targeting	07 Marks	L2	CO1

13.	Analyze the concept of Customer Lifetime Value (LTV) and its impact on customer relations.	07 Marks	L2	CO2
	Or			
14.	Starbucks uses customer segmentation tools to improve marketing by analyzing loyalty program data, purchasing behavior, and preferences. Segments are targeted with personalized campaigns, such as rewards for frequent visitors or regional offers. Data analytics refine strategies, boosting customer loyalty, engagement, and sales. **Questions:** 1. Describe the segmentation techniques Starbucks applies to its marketing strategies. 2. Discuss how loyalty program data drives targeted campaigns and enhances customer relationships.	07 Marks	L2	CO2

15.	Describe the building blocks of CRM programs and their practical deployment.	07 Marks	L2	CO2
	Or			
16.	Explain the application of loyalty programs in retaining customers and improving indices.	07 Marks	L2	CO3

17.	Discuss the use of contact center technology in elevating customer interactions.	07 Marks	L2	CO3
18.	Amazon leverages dashboards to monitor CRM performance by tracking customer data, sales trends, and feedback in real time. Dashboards help Amazon improve decision-making, optimize customer service, and analyze purchasing behavior. Challenges include managing vast amounts of data and ensuring dashboard customization for diverse teams. **Questions:** 1. Analyze how dashboards contribute to enhancing CRM performance at Amazon. 2. Discuss potential challenges Amazon faces when implementing dashboards and suggest solutions.	07 Marks	L2	CO4

19.	Evaluate emerging trends in CRM technology, focusing on sales force automation.	07 Marks	L2	CO4
	Or			
20.	Discuss the barriers to Internet adoption and propose solutions to overcome them.	07 Marks	L2	CO4

Part C

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

21.	Analyze the stages of CRM and their role in achieving business success.	15 Marks	L4	CO1
22.	Evaluate the use of metrics in designing loyalty programs and measuring customer satisfaction.	15 Marks	L3	CO2
23.	Discuss how technological advancements like E - CRM and dashboards improve CRM efficiency. Provide practical examples.	15 Marks	L5	CO3
24.	Examine the evolving trends in CRM and their implications for modern businesses.	15 Marks	L3	CO4