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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 26-05-2025

Time: 01:00 pm – 04:00 pm

School: SOM-PG	Program: MBA	
Course Code : MBA3112	Course Name: Customer Relationship Management	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
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 3marks.

10Q x 3M=30M

1	Define CRM and what are its key components ?	3 Marks	L1	C01
2	Identify In what way does operational CRM help businesses manage customer interactions?	3 Marks	L2	C01
3	Interpret how customer segmentation is important in Customer Portfolio Management?	3 Marks	L2	C02
4	Summarize customer experience (CX).	3 Marks	L1	C02
5	List key features of each type of CRM	3 Marks	L1	C01
6.	Differentiate between lead nurturing and lead scoring in marketing automation	3 Marks	L1	C01
7.	Distinguish between service automation and marketing automation	3 Marks	L1	C01
8.	Describe the relationship between CRM software and a Customer Relationship Database.	3 Marks	L2	C02

9.	Mention two examples of how companies use Data Mining according to the sources.	3 Marks	L2	CO2
10.	Name two popular Marketing Automation tools mentioned in the sources	3 Marks	L1	CO1

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Is relationship marketing more effective than transactional marketing? Why or why not? Explain this with relevant examples from real life	10 Mark	L3	CO 2
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Or

12.	a.	Analyze the impact of Social CRM on customer relationships. How does it influence brand loyalty with your own choice of company?	10 Mark	L3	CO 2
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13.	a.	Demonstrate How would a small business apply CRM strategies to improve customer engagement?	10 Mark	L4	CO 3
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Or

14.	a.	Examine the factors that a business must consider when designing a Customer Portfolio Management strategy?	10 Mark	L4	CO 3
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15.	a.	Explain two specific applications of Sales Force Automation (SFA) in business, with examples.	10 Mark	L3	CO 4
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Or

16.	a.	Discuss the key features of Marketing Automation listed in the sources.	10 Mark	L3	CO 4
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17.	a.	Explain the concept of Service Automation and outline its key features.	10 Mark	L4	CO 3
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Or

18.	a.	Compare the use of CRD in B2B (Business-to-Business) versus B2C (Business-to-Consumer) businesses.	10 Mark	L4	CO 3
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Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	Mailchimp is a marketing automation platform and an email marketing service that allows businesses to easily create, send, and analyze email campaigns. It provides robust marketing automation tools to target and personalize communications.	15 Marks	L5	CO 4
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		<p>Mailchimp has established itself as a popular choice in the email marketing landscape due to its robust feature set and ability to adapt to various business needs.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Discuss how a small eCommerce business can use Mailchimp's automation workflows to increase customer retention. What specific strategies could be implemented? 2. Sketch the implications of using Mailchimp's segmentation features for a nonprofit organization. What best practices should they consider? 3. Interpret the benefits of using Mailchimp for data-driven decision-making in the modern world. 			
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20.	a.	<p>Marketo, Inc. is an American software company, with its headquarters in San Mateo, California. It develops and sells marketing automation software for account-based marketing and other marketing services and products, including SEO and content creation. Marketo is a powerful marketing automation platform that helps organizations engage customers and prospects across various channels. It enables users to create personalized campaigns to manage and nurture leads through the sales funnel.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Sketch the ways through which a tech company leverage Marketo's lead scoring capabilities to prioritize sales outreach efforts. Provide a detailed workflow. 2. Examine the potential barriers a medium-sized business might face when integrating Marketo with its existing CRM system. What approaches could be used to overcome these issues. 3. Explain how multi-channel marketing in Marketo can enhance customer touchpoints for a service-based organization. What outcomes should be monitored? 	15 Marks	L5	CO 4
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