



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.													
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End - Term Examinations – MAY/ JUNE 2025

Date: 04-06-2025

Time: 01:00 pm – 04:00 pm

School: SOCSE	Program: B. TECH CSE, B. TECH CSI	
Course Code : MGT2022	Course Name: Customer Relationship Management	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	64	60	54

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 2marks.

10Q x 2M=20M

1.	Mention any two-business application of CRM	2 Marks	L1	CO1
2.	Who are the stakeholders of CRM and their roles, responsibilities?	2 Marks	L1	CO1
3.	Customer retention is the important strategy of CRM. Justify	2 Marks	L3	CO2
4.	List any two companies who are providing CRM software packages.	2 Marks	L1	CO2
5.	Mention the importance of cloud-based storage in CRM computing.	2 Marks	L1	CO2
6.	Differentiate customer and profitable customer	2 Marks	L1	CO2
7.	What do you mean by E-mail Marketing?	2 Marks	L1	CO2
8.	How does the leads convert into customer?	2 Marks	L1	CO2
9.	Define e-CRM	2 Marks	L1	CO3
10.	Segmenting and Targeting – Differentiate	2 Marks	L1	CO3

Part B

Answer the Questions.

Total Marks 80M

11.	a.	A significant majority of businesses, including 73% in 2024, use CRM to manage customer interactions and streamline operations. Even small businesses, with 71% using CRMs, are recognizing the benefits of these systems. Explain the reason for business to adopt CRM.	10 Marks	L2	CO1
Or					
12.	a.	CRM has evolved from basic contact management systems to sophisticated platforms that leverage AI and analytics for personalized customer experiences. The evolution includes shifts from Mass Marketing to Interactive Conversations. Construct the stages in Evolution of CRM.	10 Marks	L2	CO1
13.	a.	Inspiring optimism and happiness are at the core of Coca-Cola's CRM strategy. Coca-Cola uses several enterprise CRM platforms to manage its clients' relationships and stores globally. They never struggled to manage their business flow, connectivity, and contact management when their CRM Components are very optimistic. Explain the components of CRM (Technology, People, Process, Knowledge) for Coca-Cola.	10 Marks	L3	CO1
Or					
14.	a.	Apple is a customer-centric company that is truly obsessed with its customers. Apple is also obsessed with its product quality. Their products are highly standardized and unique, which is why they enjoy a high level of brand loyalty. Apple's customers are some of the most loyal globally. Additionally, like Amazon, Apple uses an in-house CRM to manage its customer data, marketing campaigns, and customer relationships. According to the information, Construct the 3 CRM phases for APPLE.	10 Marks	L2	CO2
15.	a.	A customer database is a centralized collection of information about a company's customers, designed to help businesses manage, analyze, and leverage data for better customer service, sales, and marketing efforts. With the help of the statement present the steps in preparing the customer database and explain in detail	10 Marks	L3	CO3
Or					
16.	a.	KFC's journey in India began with its first outlet opening in Bangalore in June 1995. Today, the brand boasts over 1,000 restaurants across the country and is one of the fastest-growing markets for KFC globally. KFC's success in India can be attributed to its adaptation to local tastes and preferences, along with strategic expansion into various cities and states.	10 Marks	L2	CO2

		You are asked to align your tastes and preferences with the KFC by identifying yourself as one of the prime customers to build your journey with KFC by applying it with the stages/steps in Customer life cycle.			
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17.	a.	Nutriodiet is a company who markets health drinks. Gazeo is the CEO of the company wants to extend his product line. He has as idea to start the Micro greens mix drink powder. To bring the product into live he needs a CRM team for Marketing, sales & Personnel. You are asked to develop the CRM Modules for Marketing, Sales and Personnel and assist him to launch the product in the market.	10 Marks	L3	CO2
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Or

18.	a.	A Touchpoint Management System (TMS) is a software solution designed to help businesses manage and optimize their customer touchpoints, which are any point of interaction between a customer and a brand. It helps in collecting and analyzing data from various channels to improve customer experience, retention, and ultimately, business success. TMS can be used in various industries, including hospitality, retail, and public spaces, to streamline operations and enhance customer engagement. Explain the TMS by choosing a company of your own choice.	10 Marks	L2	CO1
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19.	a.	McDonald's mission statements depict McDonald's passion for differentiation, uniqueness, and class. McDonald's CRM case study hinges on its passion for differentiation, which is evident in the architectural designs of its restaurants, food recipes and taste, service delivery, and mode of operation. McDonald's uses PowerCenter CRM, which Astute Solutions powers. This CRM helps McDonald's efficiently manage its huge volume of customer contacts, analyze data, and manage its store location. The benefits of CRM software to a business are enormous, and McDonald's is not left out. They use it equally to enhance their marketing efforts and close more deals. Build a CRM Value Chain for McDonald's.	20 Marks	L3	CO2
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Or

20.	a.	CRM systems focus on different aspects of customer interaction and data analysis, offering various tools and features to enhance business operations. To leverage the progress, CRM has 4 types. Explain the CRM types in detail.	20 Marks	L2	CO1
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21.	a.	Uber's mission is "Transportation as reliable as running water, everywhere for everyone." In other words, they aim to make transportation accessible at any time. The big question is, what CRM does Uber use? Uber uses LiveRamp as its CRM anonymizer. Essentially, it uses LiveRamp CRM to segment users into specific life-cycle stages. Furthermore, Uber uses CRM to gain deeper insights into how customers use their apps, the frequency, and overall interaction, and even sample their IDs. With these insights, Uber can better serve and delight its customers. Apply the steps of managing customer relations to UBER and explain it in detail.	20 Marks	L3	C03
Or					
22.	a.	Unilever's CRM strategy focuses on elevating people's well-being and helping them enjoy life to its fullest. This singular aim drives their excellent customer experience initiatives, marketing campaigns, products, and positioning. Explain the Segmenting & Targeting in detail applicable for Unilever's CRM.	20 Marks	L3	C03