PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 08-10-2025   **Time:** 09.30am to 11.00am

School: SOM-UG/SOC	**Program:** BBA Digital Business / BBA	
Course Code: BBA3081	**Course Name:** Customer Relationship Management	
Semester: V	**Max Marks:** 50	**Weightage**:25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	**26**	**24**	-	-	-

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.   **5Q x 2M=10M**

1	Define Customer Relationship Management (CRM).	2 Marks	L1	CO1
2	List any two scopes of CRM.	2 Marks	L2	CO1
3	Classify the Touch Point Analysis.	2 Marks	L1	CO2
4	Summarize the importance of customer privacy in CRM.	2 Marks	L2	CO2
5	State any two types of Customer Value.	2 Marks	L1	CO1

Part B

Answer ALL the Questions. Each question carries 10 marks.   **4Q x 10M=40M**

6.	Describe the evolution and transformation of customers in CRM by tracing how their expectations and interactions have changed over time, especially in the digital era.	10 Marks	L1	CO1
	Or			
7.	Recognize the significance of Touch Point Analysis in CRM, highlighting how identifying customer interaction points helps	10 Marks	L1	CO1

	improve satisfaction, with suitable examples.			

8.	Describe the importance of customer privacy in building trust within CRM and examine the major challenges faced in safeguarding customer data in modern business.	10 Marks	L1	CO1
	Or			
9.	State the different types of customer relationship styles and illustrate with examples how each style influences business outcomes.	10 Marks	L1	CO1

10.	Explain value co-creation in CRM and analyse its role in involving customers to shape experiences that build stronger, long-term relationships.	10 Marks	L2	CO2
	Or			
11.	Discuss the stages of CRM in detail with illustrations showing how companies implement each stage effectively.	10 Marks	L2	CO2

12.	Explain the concept of customer lifetime value (CLV) and its significance in helping managers make strategic decisions about resource allocation and customer prioritization.	10 Marks	L2	CO2
	Or			
13.	Describe the various tools used for customer segmentation and targeting, and explain their importance in designing effective marketing strategies.	10 Marks	L2	CO2