



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

## End - Term Examinations - December 2025

Date: 10- 12- 2025

Time: 1.00pm to 04.00pm

<b>School:</b> SOC / SOM (UG)	<b>Program:</b> BBA Digital Business / BBA		
<b>Course Code:</b> BBA3081	<b>Course Name:</b> Customer Relationship Management		
<b>Semester:</b> V	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%	

CO - Levels	C01	C02	C03	C04
Marks	26	26	22	26

### 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.	What are company created touchpoints? Give an example.	2 Marks	L1	C01
2.	Define collaborative CRM.	2 Marks	L1	C01
3.	Summarize the behavior of customers in need-centered relationships.	2 Marks	L2	C02
4.	Outline how customers seeking for economic value behave.	2 Marks	L2	C02
5.	Summarize how point-based loyalty programs work with an example.	2 Marks	L2	C03
6.	Interpret customer churn rate along with the formula for calculation.	2 Marks	L2	C03
7.	Explain the concept of CRM strategy.	2 Marks	L2	C03
8.	Infer the purpose of customer indices.	2 Marks	L2	C03
9.	List any two technologies used in contact centers.	2 Marks	L1	C04
10.	Illustrate the meaning of e-CRM with example.	2 Marks	L2	C04

## Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Define customer privacy and state the importance of maintaining privacy in CRM.	07 Marks	L1	C01
<b>Or</b>				
12.	Recall the steps involved in CRM implementation.	07 Marks	L1	C01
13.	Explain the concept of Customer Lifetime Value (LTV) with a simple example	07 Marks	L2	C02
<b>Or</b>				
14.	What are customer relationship styles? Explain any three styles with examples.	07 Marks	L2	C02
15.	Explain the various stages in CRM Program Life Cycle with suitable examples.	07 Marks	L2	C03
<b>Or</b>				
16.	Summarize the role of technology and information in strengthening CRM implementation.	07 Marks	L2	C03
17.	Explain how CRM metrics can be applied to improve business decisions and performance.	07 Marks	L2	C03
<b>Or</b>				
18.	Outline the importance of mapping the customer journey in a CRM strategy.	07 Marks	L2	C03
19.	Interpret Contact Centre Technology and its role in enhancing customer experience in CRM.	07 Marks	L3	C04
<b>Or</b>				
20.	Explain the concept of Front Desk Management Technology and analyze its importance in enhancing customer service.	07 Marks	L3	C04

## Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Recall the meaning of customer touch points. List the different types of touch points and their importance in maintaining good customer service.	15 Marks	L1	C01
22.	Explain Buttle's CRM Value Chain Model in detail.	15 Marks	L2	C02
23.	Explain the meaning and importance of loyalty programs. Summarise any five loyalty programs used by companies with examples.	15 Marks	L2	C03
24.	Explain the concept, importance, and process of Customer Data Management (CDM). Apply CDM contributes to success of CRM.	15 Marks	L3	C04
25.	Identify the role and benefits of Sales Force Automation (SFA) in modern marketing and sales management. Support your answer with examples.	15 Marks	L3	C04