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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 10/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: BBA3024

Course Name: Customer Relationship Management

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	40	96	44

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Outline the scope of Customer Relationship Management.	2	CO1	BT2
2	Identify any two components of CRM.	2	CO1	BT2
3	Classify the different types of customer value.	2	CO2	BT2
4	State the meaning of Customer Retention.	2	CO2	BT2
5	Briefly explain any one stage in the CRM process.	2	CO3	BT2

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Explain the evolution and transformation of customers in the digital era and how it influences CRM strategies.	10	CO1	BT2
7	A retail company receives complaints about misuse of customer data. Explain the significance of customer privacy and suggest how CRM can address such concerns.	10	CO1	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Explain the concept of Lifetime Customer Value and its importance in long-term profitability.	10	CO2	BT2
9	A telecom company is losing subscribers frequently. Explain how customer retention strategies can reduce customer defection.	10	CO2	BT2

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Explain the concept of value co-creation with suitable business examples.	10	CO2	BT2
11	A company wants to improve customer satisfaction. Explain how managing customer expectations leads to enhanced customer value.	10	CO2	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Explain the stages of CRM and their role in managing customer relationships effectively.	10	CO3	BT2
13	A airlines aims to strengthen long-term relationships with customers. Explain suitable CRM techniques that can be adopted.	10	CO3	BT2