



Even Semester End Term Examination, May / June 2026

Date: 19/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BBA3024

Course Name: Customer Relationship Management

Semester: Sixth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	70	68	78	72	72

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define Customer Relationship Management (CRM).	2	CO1	BT2
2	Explain the significance of customer privacy in CRM.	2	CO1	BT2
3	What is Customer Lifetime Value (CLV)?	2	CO2	BT2
4	Differentiate between customer retention and customer defection.	2	CO2	BT2
5	List the stages of the CRM process.	2	CO3	BT2
6	What is customer segmentation?	2	CO3	BT2
7	Define CRM metrics and state their importance.	2	CO4	BT2
8	What is a loyalty program? Provide one example.	2	CO4	BT2
9	What is e-CRM?	2	CO5	BT2
10	Define Sales Force Automation (SFA).	2	CO5	BT2

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain the scope of CRM and its importance in modern organizations.	6	CO1	BT2
11.b	Analyze the evolution and transformation of customers and its implications for CRM strategies.	10	CO1	BT2
12.a	Describe the components of CRM with suitable examples.	6	CO1	BT2
12.b	Evaluate the significance of touch point analysis in enhancing	10	CO1	BT2

customer experience.			
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Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Explain the concept of customer value and its importance in relationship marketing.	6	CO2	BT2
13.b	Analyze the role of Lifetime Customer Value (LCV) in customer retention strategies.	10	CO2	BT2
14.a	Describe the different customer relationship styles.	6	CO3	BT2
14.b	Discuss the strategies used to manage customer expectations and reduce customer defection.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain the stages of the CRM process.	6	CO3	BT2
15.b	Describe the importance of creating customer profiles and KYC in managing customer relationships	10	CO3	BT2
16.a	Describe the concept of customer segmentation and targeting.	6	CO3	BT2
16.b	Explain the tools used for customer segmentation and targeting with suitable examples.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Explain the CRM program life cycle.	6	CO4	BT2
17.b	Implement the building blocks required for successful deployment of a CRM strategy.	10	CO4	BT3
18.a	Describe the concept of loyalty programs in CRM.	6	CO4	BT2
18.b	Identify the application of CRM metrics and customer indices in measuring organizational performance.	10	CO4	BT3

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain the role of contact centre technology in CRM.	6	CO5	BT2
19.b	Discuss the importance of customer data management and e-CRM in enhancing customer relationships.	10	CO5	BT2
20.a	Describe the barriers to internet adoption in CRM.	6	CO5	BT2

20.b	Identify the emerging trends in CRM and the role of Sales Force Automation in improving sales effectiveness.	10	CO5	BT3
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