

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : BBA3024

Course Name : Customer Relationship Management

Program : BBA

Date : 05-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Recognize the importance of customer privacy. (CO1) [Knowledge]
2. List any five reasons for customer defection. (CO2) [Knowledge]
3. List three methods of CRM segmentation (CO3) [Knowledge]
4. Define CSAT (CO4) [Knowledge]
5. List any three purposes of Sales force Automation (CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. CRM is a practice that help a company in streamlining its interaction with customer at pre sales, sale and post-sale phases, hence implementation of this practices requires following a step-by-step process. Explain the process of CRM. (CO1) [Comprehension]
7. Existing customers are valuable asset to an organization, as they can be pitched in for repeat sale, they are likely to acquire new customers through positive word of mouth publicity. Describe customer retention strategies that could be adapted by D2C companies with examples. (CO2) [Comprehension]

8. Explain the tools for CRM segmentation (CO3) [Comprehension]
9. Describe the building blocks of CRM with reference to an E-Commerce company. (CO4) [Comprehension]
10. Explain the components of Sales Force Automation. (CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Classify the types of customer value with examples (CO2,CO1) [Application]
12. Employ the delivery and deployment of CRM strategy in a Service based company with example. (CO5,CO4) [Application]