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**PRESIDENCY UNIVERSITY  
BENGALURU**

**G9H'B**

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

**Semester :** Semester V - 2021

**Course Code :** MGT2022

**Course Name :** Customer Relationship Management

**Program :** B.Tech.

**Date :** 03-JAN-2024

**Time :** 9:30AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

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**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.
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**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. Define customer relationship management (CRM) (CO1) [Knowledge]
2. Differentiate between electronic CRM (E CRM) and traditional CRM. (CO2) [Knowledge]
3. Enumerate the phases of the CRM cycle. (CO2) [Knowledge]
4. Enumerate the omnichannel strategies to manage customer communications. (CO3) [Knowledge]
5. Define perceived service quality. (CO3) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10M = 50M**

6. Discuss the components of CRM in a data driven environment. (CO1) [Comprehension]

7. Describe the role of CRM modules in enhancing customer relationships. (CO2) [Comprehension]
8. Discuss in detail the CRM process with the relevant example. (CO2) [Comprehension]
9. Elucidate the Gronroos model of service quality in the context of the healthcare industry. (CO3) [Comprehension]
10. Explain the different strategies involved in customer communications. (CO3) [Comprehension]

### **PART C**

**ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. In the realm of CRM, how can an organization effectively identify, analyze, and optimize customer touch points within a complex service, considering both digital and physical interactions, to enhance the overall customer experience and satisfaction? (CO1) [Application]
12. Critically analyze the application of the SERVQUAL model's dimensions specifically within higher education institutions to enhance overall student satisfaction by identifying and rectifying service quality gaps systematically. (CO3) [Application]