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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - OCT 2023**

**Semester :** Semester V - 2021

**Course Code :** BBA3024

**Course Name :** Sem V - BBA3024 - Customer Relationship Management

**Program :** BBA

**Date :** 31-OCT-2023

**Time :** 2:00PM - 3:30PM

**Max Marks :** 50

**Weightage :** 25%

**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 2 = 10M)**

1. Describe omni channel approach as a part of digital transformation of customer service.  
(CO1) [Knowledge]
2. List any five reasons for customer defection.  
(CO2) [Knowledge]
3. Recognize the importance of customer privacy.  
(CO1) [Knowledge]
4. Recognize any three CRM strategies to engage loyal and repeat customer of a business.  
(CO2) [Knowledge]
5. List five methods of collecting descriptive data for CRM.  
(CO2,CO1) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. ABC company is planning to implement CRM practices for its marketing activities and is interested in understanding the various attributes of CRM practices that facilitates effective customer relationships. Describe the features of CRM practices to help the company understand its applicability from marketing perspective.  
(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]

### **PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

8. Effective customer management by an organization can be possible by adapting a systematic approach right from the stage of generating lead to managing the lead post conversion. Illustrate the concept of value chain analysis with reference to CRM practices with an example of service-based company.

(CO2,CO1) [Application]