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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA3024

**Course Name**: Customer Relationship Management

**Program** : BBA

**Date**: 02 / July / 2024

**Time**: 9:30AM – 12:30PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. List any five parameters of CRM segmentation (C.O.No.3) [Knowledge]

2. Outline the components of Customer Lifetime Value. (C.O.No.4) [Knowledge]

3. Define CSAT (C.O.No.3) [Knowledge]

4. Label any three purposes of Sales force Automation (C.O.No.5) [Knowledge]

5. State the meaning of Customer Data Management. (C.O.No.2) [Knowledge]

6. Identify customer relationship styles.  (C.O.No.1)[Knowledge]

7. List five components of CRM.  (C.O.No.2) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain the process of CRM. (C.O.No.1) [Understand]

9. Describe customer retention strategies that could be by companies  (C.O.No.2) [Understand]

10. Describe the features of CRM practices to help the company understand its applicability from marketing perspective. (C.O.No.3) [Understand]

11. Summarize the E-CRM features, examples and emerging trends in an organizations. (C.O.No.5) [Understand]

12. Explain any five CRM metrics and its applicability based on the nature of business.

(C.O.No.4) [Understand]

13. Describe the building blocks of CRM with reference to an E-Commerce company. (C.O.No.4) [Understand]

14. Explain the tools for CRM segmentation (C.O.No.3) [Understand]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Interprete the nature and scope of CRM data for a food delivery company (app-based company) (C.O.No.1) [Apply]

16. Illustrate the recent trends in contact center technology with suitable examples (C.O.No.4) [Apply]

17. Classify the types of customer value with examples (C.O.No.2) [Apply]