PRESIDENCY UNIVERSITY
BENGALURU

G9 H⋅5

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%

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. Identify any two components of CRM that play a crucial role in enhancing customer engagement.
                                                        (CO1) [Knowledge]

2. Enumerate the phases of the CRM cycle.
                                                        (CO2) [Knowledge]

3. Difference between a cross-selling and an up-selling approach.
                                                        (CO2) [Knowledge]

4. What are the 4C's (elements) of the CRM process?
                                                        (CO3) [Knowledge]

5. What is a CRM strategy?
                                                        (CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5 X 10M = 50M**

6. Critically explain the concepts of customer relationship management in today's digital age.
                                                        (CO1) [Comprehension]

7. Demonstrate the phases of the CRM cycle in terms of customer acquisition and retention.
                                                        (CO2) [Comprehension]

8. Discuss in detail the CRM process with the relevant example.

(CO2) [Comprehension]

9. Explain the different strategies involved in customer communications.

(CO3) [Comprehension]

10. Exemplify the customer assessment of service quality and influencing factors in detail.

(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **2 X 20M = 40M**

11. Assume you're heading to a theme park with your family. Discuss in detail the various customer journeys and touch points throughout the entire planning process.

(CO1) [Application]

12. Develop a comprehensive CRM strategy for the hospitality industry. Discuss the key elements and implementation steps.

(CO3) [Application]