

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester : Semester VI - 2021

Course Code : BBA3081

Course Name : Customer Relationship Management

Program : BBA

Date : May 31, 2024

Time : 9:30 AM - 12:30PM

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 ANY 5 QUESTIONS

5 X 2 = 10M

1. Outline analytical CRM with an example. (CO1) [Knowledge]
2. Outline the concept of Customer Lifetime Value (CO1) [Knowledge]
3. Name any two positive customer retention strategies. (CO2) [Knowledge]
4. Businesses employ various strategies to enhance their understanding of the customer experience. Name any two common approaches. (CO2) [Knowledge]
5. Define salesforce automation. (CO3) [Knowledge]
6. List any two types of marketing triggers. (CO3) [Knowledge]
7. Recognize any two types of unstructured data. (CO4) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50M

8. The relationship management theories describe different perspectives on relationships between customers and suppliers. Explain any two relationship management theories. (CO1) [Comprehension]

9. Summarize the bonds that exist between customers and suppliers that help in positive customer retention strategies.

(CO2) [Comprehension]

10. Sales-force automation (SFA) has offered technological support to sales people and managers since the beginning of the 1990s. SFA is now so widely adopted in business-to-business environments that it is seen as a 'competitive imperative' that offers 'competitive parity'. Demonstrate the benefits of implementing sales force automation in organizations.

(CO3) [Comprehension]

11. Given today's customer-centric world, CRM has become a must-have tool for managing customer interactions and driving growth. CRM data management is crucial in ensuring accurate, complete, and consistent customer data across multiple touchpoints. With the increasing complexity of customer data due to multiple communication channels and heightened expectations for speed and personalization, CRM platforms are providing the solutions that businesses need. However, the effectiveness of these platforms hinges on the quality of their data. Recognize the desirable data attributes that result in better quality of data.

(CO4) [Comprehension]

12. Sales force automation offers a lot of features that can stream line sales. Demonstrate the various features of the SFA software.

(CO3) [Comprehension]

13. "RFM analysis is a powerful tool for CRM customer segmentation." Recognize the benefits of RFM analysis.

(CO2) [Comprehension]

14. The application of data mining techniques in CRM goes a long way in helping businesses gather and process useful and relevant information that can be leveraged to obtain the right information about customers, their buying patterns, industry trends, and much more. In light of the above statement, explain the applications of data mining in CRM.

(CO4) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40M

15. A prominent hotel chain faced escalating customer churn due to intensifying competition and changing customer preferences. To address this challenge, the company initiated a comprehensive customer retention strategy. The hotel utilized advanced analytics to segment guests based on preferences, booking patterns, and feedback. This data-driven approach enabled a nuanced understanding of guest expectations. The company revamped its operational CRM system to ensure a seamless guest experience from booking to check-out. Streamlined reservation processes, personalized welcome messages, and post-stay feedback mechanisms were implemented. CRM tools were employed to analyze guest behavior and preferences. This information guided the creation of targeted promotions, room upgrades, and personalized amenities for loyal customers. CRM facilitates communication between various hotel departments. Feedback from housekeeping, front desk, and restaurant staff was shared to address concerns promptly. The hotel introduced an exclusive loyalty program offering perks like free nights, discounts, and VIP access. Over 12 months, the hotel witnessed a substantial decrease in guest churn and an increase in repeat bookings. Illustrate the various types of Customer Relationship Management (CRM) and their significance in contemporary business practices as shown in the case.

(CO2) [Application]

16. Marketing practices have historically been very *ad hoc*. Some of the major companies, particularly fast-moving consumer goods companies such as Unilever and Procter and Gamble, have bucked the trend and developed marketing processes that brand managers and market managers are obliged to follow. However, they are the exception. In general, marketers have not been structured in the way that they plan, implement, evaluate, and control their marketing strategies and tactics. Marketing automation has brought increased rigor to marketing processes. Examine the benefits of marketing automation to organizations.

(CO3) [Application]

17. Customer relationship management has long been a mature, commoditized product category. An estimated 90% of companies with 10 or more employees already have at least one CRM system. And the major players in the CRM market are among the most established names in the industry — Salesforce, Microsoft, Oracle, and SAP. However, several key trends are shaking up the market for CRM systems. Examine the recent trends in CRM.

(CO4) [Application]