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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Date**: 08.08.2024

**Time**: 09:30 AM – 12:30 PM

**Max Marks**: 100 Marks

**Weightage**: 50%

**Summer term Semester**: 2023 - 24

**Course Code**: BBA3024/MGT153

**Course Name**: Customer Relationship Management

**Program & Sem**: BBA & V

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*

**Part A**

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

1. List the features of customer relationship management.

(C.O.No.1) [Remember]

1. Why customer privacy is important for businesses to safeguard customer data. (C.O.No.1) [Understand]
2. Differentiate between customer value and customer lifetime value.

(C.O.No.2) [Understand]

1. Recognize the various software used for CRM. (C.O.No.3) [Remember]
2. Mention the various types of loyalty programs. (C.O.No.4) [Remember]
3. Illustrate the CSAT score for sample of 10 respondents.

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

1. List out the omni channel strategy for customer engagement

(C.O.No.5) [Remember]

**Part B**

**Answer any Five Questions (5 Q x10 M = 50 M)**

1. Explain the concept of mapping and tapping customer touchpoints in the context of enhancing customer experience and business success.

(C.O.No.1) [Comprehension]

1. Analyze the steps involved in implementing the CRM process with real time example. (C.O.No.1) [Analyze]
2. Describe the innovative strategies can online streaming services implement to enhance customer retention in a highly competitive market.

(C.O.No.2) [Evaluate]

1. Discuss the stages of the customer lifecycle in CRM and critically analyze how businesses can implement targeted engagement strategies at each stage. (C.O.No.3) [Evaluate]
2. Describe the essential building blocks of Customer Relationship Management (CRM) and analyze their significance in creating a successful CRM strategy. How do these components contribute to improving customer relationships and driving business growth? (C.O.No.4) [Evaluate]
3. Analyze the role of front desk management technology in higher education institutions. Discuss how these technologies enhance administrative efficiency, student engagement, and overall campus experience.

(C.O.No.5) [Comprehension]

1. Discuss the emerging trends and technologies in Customer Relationship Management (CRM) and Identify at least three emerging technologies in CRM and briefly describe their functions. (C.O.No.5) [Evaluate]

**Part C**

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

1. You are planning a family vacation to a luxury resort in a tropical destination. The vacation involves multiple stages, from researching and booking to the on-site experience and post-visit follow-up. Throughout this journey, there are several touchpoints where you interact with the resort’s services and systems. Answer the following questions:
   * 1. Describe the stages of the customer journey from initial research to post-visit follow-up. Identify the key touchpoints at each stage.
     2. Discuss how the integration of technology can enhance the overall customer journey and satisfaction (C.O.No. 1) [Application]
2. TechSolutions Inc. is a mid-sized company specializing in providing software solutions for small and medium businesses. Recently, the company has been experiencing challenges in managing its sales processes. Sales representatives are spending a significant amount of time on administrative tasks, which leaves them less time to engage with potential clients. Additionally, the sales team lacks a unified system to track leads and monitor the sales pipeline, leading to missed opportunities and inconsistent follow-ups. Based on the scenario provided for TechSolutions Inc. Answer the following questions:
   * 1. Identify and explain the key features of a Sales Force Automation (SFA) system that would be beneficial for TechSolutions Inc.
     2. Discuss how the integration of the SFA system with the existing CRM platform can enhance sales processes and customer relationship management. (C.O.No. 5) [Application]
3. Develop a plan to implementation of CRM segmentation methods can enhance customer engagement and drive business growth for online travel agent (OTA) company. (C.O.No. 3) [Application]