

Faculty of Business Management**BBA III-Year, CBCS-V Semester Backlog Examinations -June /July, 2022****PAPER: Customer Relationship Management (M1)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following (5x4=20 Marks)

1. Scope of CRM
2. Customer Retention
3. Customer Centricity
4. Salesforce Automation
5. Road Map
6. CLV
7. Call Centres
8. CRM in Consumer Markets

Section-B

II. Answer the following (5x12=60 Marks)

9. (a) Discuss about the significance of customer relationship management to its stakeholders in detail.
(OR)
(b) Explain the various types of CRM with suitable examples.
10. (a) How do you value the Customer Satisfaction in CRM?
(OR)
(b) Define the concept of customer Experience Management and Customer Profitability?
11. (a) What is meant by CRM Plan? What are the various elements involved in it?
(OR)
(b) Describe the CRM Strategy development Process.
12. (a) Explain the CRM Marketing initiatives with suitable examples?
(OR)
(b) What is the role of CRM in Service Sector?
13. (a) Explain the various problems and issues in implementing the CRM?
(OR)
(b) What are the IT tools used in CRM?

Faculty of Business Management**BBA III-Year, CBCS-V Semester Regular Examinations –Jan, 2023****PAPER: Customer Relationship Management (M3)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Scope of CRM
2. Customer Experience Management
3. CRM objectives
4. Campaign Management
5. Problems in Implementing CRM
6. Customer Profitability
7. Customer Loyalty
8. Framework of CRM

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Define CRM. Examine the factors responsible for CRM growth.
(OR)
(b) Discuss the benefits of CRM for an organization
10. (a) What is customer life time value? How customer profit analysis help to understand customers?
(OR)
(b) Discuss the strategies for customer acquisition, retention
11. (a) Discuss the elements of CRM plan
(OR)
(b) Explain the CRM strategy development process
12. (a) How call centers contribute to reaching the objectives of CRM
(OR)
(b) Elucidate CRM in Services sector with relevant example
13. (a) Discuss the steps in implementing CRM
(OR)
(b) Elaborate on the Information technology tools in CRM

Faculty of Business Management**BBA III-Year, CBCS-V Semester Backlog Examinations –June, 2023****PAPER: Customer Relationship Management (M3)**

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any FIVE of the following questions (5x4=20 Marks)

1. Benefits of CRM
2. Customer profitability
3. CRM Plan
4. CRM in customer markets
5. Challenges in implementing the CRM strategy
6. Customer lifetime value
7. Customer retention
8. CRM software

Section-B

II. Answer the following questions (5x12=60 Marks)

- 9 (a) Discuss in detail about the CRM process?
(OR)
(b) Explain the various types of CRM practices with suitable examples?
- 10 (a) What is customer acquisition and how does CRM impact customer acquisition?
(OR)
(b) What is customer lifetime value and how to calculate it?
- 11(a) What is customer centricity and why it is very important?
(OR)
(b) Explain the steps in involved in the strategy development process?
- 12 (a) What is sales force automation and why it is important in CRM?
(OR)
(b) Explain the advantages of using CRM in services Businesses?
- 13 (a) Explain the problems in implementing the CRM strategy?
(OR)
(b) What is a CRM roadmap and explain the steps involved in developing the roadmap?
