



Mauritius

Avinashilingam Institute for Home Science and Higher Education for Women  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12 B  
Coimbatore-641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – August 2024  
SEMESTER V

Class : III UG  
Major : BBA (RM)

Time: 2 Hours  
Maximum Marks: 60

21BREC18 - CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:

- CO1: Critically review and interpret the theoretical aspects of CRM across the main areas of customer experience, integrated marketing, and e-retailing.
- CO2: Evaluate paradigm shifts in customer behavior, customer experience, technology, and design CRM strategies.
- CO3: Critically analyze the application of knowledge enable CRM models and design innovative CRM applications.
- CO4: Investigate, customize CRM software, integrated communications, and CRM strategies to meet the challenges of retailing.
- CO5: Identify ethical dilemmas and technological challenges to ensure effective customer relationship management.

PART-A

6x1=6

1. The concept of a whole-brained CRM emphasizes the importance of..... CO1:K1
  - a. Integrating right-brain thinking into CRM
  - b. Integrating left-brain thinking into CRM
  - c. Business value
  - d. Software value
2. ....is a software system that centralizes and manages customer data CO1:K1
  - a. Business life cycle
  - b. CRM
  - c. Customer life cycle
  - d. Organization life cycle
3. ....is a customer-centric approach to marketing that focuses on building long-term mutually beneficial relationships with customers CO1:K2
  - a. Community marketing
  - b. Loyalty programs
  - c. Social media marketing
  - d. Relationship marketing
4. ....is all about understanding and shaping how a customer feels about interacting with your brand, product, or service. CO1:K1
  - a. Intelligence
  - b. Value creation
  - c. Consumer experience
  - d. Initial awareness
5. ....leverages customer data and knowledge to build stronger relationships CO1:K2
  - a. Demand Chain Management
  - b. Account Force Automation
  - c. Sales Force Automation
  - d. Knowledge-enabled CRM
6. Select the right combination of stages involved in the Customer Life Cycle Model CO1:K1
  - a. Awareness, Interaction, Acquisition, Advocacy
  - b. Awareness, Interaction, Acquisition, Retention
  - c. Satisfaction, Interaction, Acquisition, Retention
  - d. Awareness, Acquisition, Retention, Advocacy

Part - B

3 x 6 = 18

Answer all the questions  
Each answer should not exceed 400 words or two pages

1. a) Define CRM and explain the perspectives of CRM. CO1:K2  
(Or)
- b) What are the stages involved in the Customer Life Cycle? CO1:K2
2. a) Explain relationship marketing and its key concepts. CO1:K3  
(Or)
- b) How technology can be used to leverage consumer experience? CO1:K2

3. a) Explain the Business Models that utilize K-CRM in an e-commerce setting. CO1:K1  
(Or)

b) Explain E-CRM business Process models and customer support issues. CO1:K3

Part - C

Answer all the questions 3 x 12 = 36  
Each answer should not exceed 800 words or four pages

1. a) Explain IDIC model with the help of a diagram. CO1:K2  
(Or)

b) Explain CRM strategies of Amul. CO1:K4

2. a) Write about relationship marketing programs and strategies. CO1:K3  
(Or)

b) Explain about customer experience of digital world. CO1:K3

3. a) Describe knowledge-based CRM framework. CO1:K3  
(Or)

b) Write the impact of IoT and AI in e-CRM. CO1:K4

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