



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

Bachelor's Degree Examination – November 2024
V Semester

Class : III UG
Major : BBA Retail Management

Time: 3 Hours
Max. Marks: 100

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

10 x 1 = 10

Choose the Correct Answer

1. What is the primary focus of Whole Brained CRM? CO1 K1
 - a. Increasing sales through aggressive marketing
 - b. Enhancing customer relationships by integrating both logical and emotional strategies
 - c. Reducing operational costs in the customer service department
 - d. Automating customer feedback collection
2. Which of the following best describes the 'logical' aspect of Whole Brained CRM? CO1 K1
 - a. Building personal connections with customers
 - b. Analyzing data to make informed decisions
 - c. Creating engaging content for social media
 - d. Conducting customer surveys to gather opinions
3. What is the primary goal of relationship marketing? CO2 K1
 - a. To maximize short-term sales through promotions
 - b. To build long-term relationships with customers for sustained business success
 - c. To improve the efficiency of the supply chain
 - d. To reduce marketing costs by minimizing customer interactions
4. Which of the following strategies is most aligned with enhancing consumer experience in relationship marketing? CO2 K1
 - a. Offering frequent discounts and promotions
 - b. Customizing products and services to meet individual customer needs
 - c. Increasing the number of advertisements
 - d. Reducing the number of customer service touchpoints
5. Which of the following is a key benefit of implementing e-Customer Relationship Management (e-CRM) systems for businesses? CO3 K1
 - a. Increased inventory costs
 - b. Enhanced customer service and support
 - c. Reduced data security
 - d. Higher employee turnover
6. In the context of e-CRM, what does the term 'customer segmentation' refer to? CO3 K1
 - a. Dividing customers into different geographic locations
 - b. Splitting customers based on their payment methods
 - c. Grouping customers based on their behaviors and preferences
 - d. Categorizing customers by their product returns
7. What is a key strategy for improving customer profitability? CO4 K1
 - a. Reducing product quality
 - b. Increasing customer churn
 - c. Enhancing customer segmentation
 - d. Limiting customer communication

8. Which of the following techniques can help a business increase the profitability of its customers? CO4 K1
- Offering blanket discounts to all customers
 - Identifying and focusing on high-value customers
 - Reducing the number of customer service representatives
 - Increasing the frequency of product returns
9. How can integrating a digital payment system with CRM software benefit a business? CO5 K1
- By increasing manual data entry requirements
 - By simplifying payment processing and linking transactions to customer profiles
 - By delaying payment processing
 - By eliminating the need for customer service
10. Which feature is commonly found in both CRM software and digital payment systems to enhance customer experience? CO5 K1
- Automated email responses
 - Real-time transaction notifications
 - Physical store management
 - Inventory tracking

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Explain Customer life cycle with illustration. CO1 K4
- (or)
- 11.b. Describe CRM Perspective. CO1 K3
- 12.a. Describe Customer Experience of digital world. CO2 K3
- (or)
- 12.b. Classify Relationship marketing programs. CO2 K3
- 13.a. Elaborate chain management. CO3 K3
- (or)
- 13.b. Explain IOT and AI in e-CRM Process. CO3 K4
- 14.a. Define Customer lifetime value. CO4 K3
- (or)
- 14.b. Describe 5.0 data driven marketing. CO4 K3
- 15.a. Write short note on risk and the E-payment requirement. CO5 K4
- (or)
- 15.b. Write the risk management issue. CO5 K3

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Explain Payne's five process model and CRM value chain. CO1 K4
- (or)
- 16.b. Explain Information technology in business strategy. CO1 K4
- 17.a. Illustrate design value proportion for an imaginary product. CO2 K4
- (or)
- 17.b. Explain Relationship marketing with example. CO2 K4
- 18.a. Explain business process models and CRM. CO3 K4
- (or)
- 18.b. Illustrate demand chain management in detail. CO3 K4
- 19.a. Explain the procedure of improving customer profitability. CO4 K4
- (or)
- 19.b. Illustrate customer profitability in case study on amazon. CO4 K4
- 20.a. Illustrate the digital payment system with example. CO5 K4
- (or)
- 20.b. Elaborate E security and its advantages. CO5 K4
