



V. Sambath

Avinashilingam Institute for Home

Science and Hr 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. Recognized by UGC under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – OCTOBER 2024

VI SEMESTER

Class : III UG

Time: 2 hours

Major : BBA (RM)

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 behaviour, 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

Choose the correct answer

1. Identify one of the point of order customer support issues. CO3K2
 - a. Payment processing errors
 - b. Delayed shipping
 - c. Pricing fluctuations
 - d. Order cancellations
2. The value obtained from a customer's positive word of mouth for attaining additional customer is called _____. CO3K2
 - a. Customer frequency value
 - b. Customer life time value
 - c. Customer click through value
 - d. Customer referral value
3. Analyzing customer reviews, posts and interactions for improvement areas and personalizing the customer experience on the e-CRM website is possible through _____. CO4K2
 - a. Chatbots
 - b. Sentiment analysis
 - c. Predictive analytics
 - d. Promotions
4. The total profit a customer over their entire relationship with the business is generated using _____. CO4K2
 - a. Single-period profit
 - b. ROI
 - c. Lifetime value
 - d. Purchase cost
5. Automation of repetitive tasks is one of the operations of _____ component CRM. CO5K2
 - a. Process management
 - b. Data management
 - c. Customer management
 - d. Reporting and analytics
6. The digital payment offering quick and easy transactions is _____. CO5K2
 - a. Credit and debit cards
 - b. Digital wallets
 - c. Direct debit
 - d. Mobile payments

Part- B

3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Write short notes on pre-order customer issues with strategies to handle the issues. CO3K1
(or)
b. Discuss the impact of IoT embedded with CRM processes. CO3K2
8. a. Explain the measures for customer profitability. (or)
b. Discuss augmented marketing. CO4K2
9. a. Write short notes on risks during digital payments. (or)
b. How e-security is enforced in CRM on the internet? CO5K2

Part-C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain the customer support issues in detail. (or) CO3K3
b. Discuss the ways of incorporating AI in CRM websites. CO3K2
11. a. Elaborate Sears model. (or) CO4K2
b. Discuss on improving customer profitability under marketing 5.0 in detail. CO4K2
12. a. Explain the modules in CRM software. (or) CO4K2
b. Discuss the digital payment systems for CRM in detail CO2K5

No. of Copies: 23

Staff in-charge: Dr. V. Savitha