

Duration: 2 ½ Hours

Total Marks: 75

NOTE:

- 1) All the questions are compulsory.
- 2) Figures to the right indicate full marks.

Q.1 (A) Multiple Choice Questions: (Any 8)

(8 Marks)

1. Which of the following is an example of E-CRM?
 - A. Printing flyers
 - B. Sending promotional emails
 - C. Meeting customers face-to-face only
 - D. None of the above
2. Which of the following is not a phase in the CRM cycle?
 - A. Customer Acquisition
 - B. Customer Retention
 - C. Customer Termination
 - D. Customer Win-back
3. E-CRM primarily leverages:
 - A. Face-to-face interactions
 - B. Information Technology and Internet
 - C. Physical stores only
 - D. Traditional mail
4. The main aim of CRM is to:
 - A. Increase production only
 - B. Build long-term relationships
 - C. Reduce salaries of employees
 - D. Focus only on advertising
5. A multimedia contact centre allows communication via:
 - A. Phone only
 - B. Email, chat, phone, social media, SMS, etc.
 - C. Postal mail only
 - D. Fax only
6. What is the primary purpose of customer segmentation in CRM?
 - A. To treat all customers identically
 - B. To group customers by similarities so strategies can be tailored
 - C. To reduce customer base
 - D. To only increase sales to existing customers
7. In CRM, "cross-selling" means:
 - A. Offering related products
 - B. Giving discount
 - C. Selling products in different countries
 - D. Selling only to repeat customers
8. Which is not a component of "total customer benefits"?
 - A. Product benefits
 - B. Service benefits
 - C. Image / Brand benefits
 - D. Acquisition cost benefits
9. Which is a reactive approach in complaint handling?
 - A. Proactive engagement
 - B. Waiting for customer to complain, then responding
 - C. Predicting issues before they occur
 - D. Feedback gathering before product launch
10. The difference between what customers expect and what they receive is known as:
 - A. Service quality gap
 - B. Performance gap
 - C. Perception gap
 - D. Expectation gap

Q.1 (B) State whether True or False. (Any 7)

(7 Marks)

1. CRM is not only about technology, not about people or processes.
2. Retaining customers is more expensive than acquiring new customers.
3. Cross-selling means persuading the customer to purchase a higher-priced alternative.
4. Up-selling is about selling additional products related to a customer's purchase.
5. Service quality gap 1 refers to the gap between customer expectations and management perception.
6. In E-CRM, interactions take place only offline.
7. Up-selling is about selling additional products related to a customer's purchase.

8. Service quality gap 1 refers to the gap between customer expectations and management perception.
9. Permission marketing is a form of unsolicited spam.
10. CRM strategy ignores customer segmentation and treats all customers the same.

Q.2 A) Explain CRM with its features. (8)

Q.2 B) Elaborate on role of relationship marketing in brand building. (7)

OR

Q.2 C) Explain the segmentation of customers as per profitability. (8)

Q.2 D) Discuss the different types of CRM with suitable examples. (7)

Q.3 A) What is CRM Data? Explain the different types of data in CRM. (8)

Q.3 B) Distinguish between Transactional Marketing and Relationship Marketing. (7)

OR

Q.3 C) What are the recent trends in CRM? (8)

Q.3 D) What is call centre? What are the different technologies used in call centre? (7)

Q.4 A) Write a detailed note on CRM strategy cycle. (8)

Q.4 B) Bring out the relevance of 7C's in CRM. (7)

OR

Q.4 C) Discuss the role of sales force automation in CRM. (8)

Q.4 A) Explain E-CRM. Discuss its advantages and challenges. (7)

Q.5 A) What are the ethical issues in CRM? (8)

Q.5 D) Solve case study based on given information: (7)

Case:

A popular online food delivery company, *Foodies*, has seen rapid growth in customer base after the pandemic. However, the company is now facing challenges as many customers complain about late deliveries, competitors are attracting loyal customers with better discounts and referral programs, data shows that 60% of new customers stop using the app after 3 months and the call centre is overloaded with complaints, leading to poor service experiences.

To address this, *Foodies* is planning to implement a stronger CRM system.

Questions:

1. Identify two main problems faced by *Foodies* related to customer retention. (2 marks)
2. Suggest any three CRM strategies that can help retain customers. (3 marks)
3. How can technology such as E-CRM and Mobile CRM improve customer experience for *Foodies*? (2 marks)

OR

Q5 C) Write short notes on: (Any 3) (15)

1) OLAP

4) SFA

2) Trends in CRM

5) Data Management.

3) CVM
