

# **PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2025**  
**(Fifth Semester)**

**Common to Branches - BUSINESS ADMINISTRATION(RETAIL MANAGEMENT) / BUSINESS ADMINISTRATION (LOGISTICS)**

## **CUSTOMER RELATIONSHIP MANAGEMENT**

Time: Three Hours

**Maximum: 75 Marks**

### **SECTION-A (10 Marks)**

### Answer ALL questions

**ALL** questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Question No.		Question	K Level	CO
1		Loyalty programs are mainly used for: a) Attracting competitors b) Employee motivation c) Retaining customers d) Tax benefits	K1	CO1
2		Customer Lifetime Value (CLV) refers to: a) Cost of acquiring customers b) Expected revenue from a customer over their lifetime c) Customer's age d) Value of product offered	K2	CO1
3		CRM in B2B mainly focuses on: a) Customer complaints only b) Strong long-term business relationships c) Price reduction d) Employee management	K1	CO2
4		Which of the following is NOT an example of CRM application? a) Call center b) ERP c) Data Mining d) ATM machine	K2	CO2
5		Which of the following is NOT a CRM model? a) Operational b) Collaborative c) Analytical d) Administrative	K1	CO3
6		_____ technology helps in analyzing customer patterns. a) Data mining b) Packaging c) Advertising d) Recruitment	K2	CO3
7		E-CRM mainly involves: a) Face-to-face customer interaction b) Use of electronic platforms for customer management c) Only call center support d) Manual record keeping	K1	CO4
8		Mobile CRM provides: a) Customer service anytime, anywhere b) Only desktop support c) Only offline solutions d) Advertising only	K2	CO4
9		Privacy in CRM mainly deals with: a) Protecting customer data and information b) Employee work hours c) Company investment records d) Government rules only	K1	CO5
10		The future of CRM is moving towards: a) Paper-based systems b) AI, automation, and predictive analytics c) Manual tracking d) Ignoring customer data	K2	CO5

**Cont.,**

**SECTION - B (35 Marks)**

Answer ALL questions

**ALL questions carry EQUAL Marks****(5 × 7 = 35)**

Question No.	Question	K Level	CO
11.a.	Extend the meaning of CRM and its importance in today's business environment.  (OR)	K2	CO1
11.b.	Explain the concept of Customer Life Cycle with an example.		
12.a.	Outline the benefits of Sales Force Automation.  (OR)	K2	CO2
12.b.	Interpret the concept of Multi-channel CRM.		
13.a.	Explain the CRM Models.  (OR)	K3	CO3
13.b.	Discuss the role of interactive technologies in CRM.		
14.a.	Identify the challenges faced in implementing E-CRM.  (OR)	K3	CO4
14.b.	Explain the role of Virtual Customer Representatives in E-CRM.		
15.a.	Explain consumer privacy issues in CRM with examples.  (OR)	K3	CO5
15.b.	Interpret some privacy challenges faced by the Indian service industry in CRM.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

**ALL questions carry EQUAL Marks****(3 × 10 = 30)**

Question No.	Question	K Level	CO
16	Evaluate the scope of CRM in the service sector and product-based companies.	K4	CO1
17	Discuss the need for CRM in B2B markets.	K4	CO2
18	Explain the tools and techniques involved in CRM implementation.	K4	CO3
19	Evaluate the impact of mobile CRM applications on customer satisfaction and loyalty.	K4	CO4
20	“Privacy and ethical considerations are critical for CRM success.” Discuss.	K4	CO5