

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

**BBA DEGREE EXAMINATION MAY 2026
(Fifth Semester)**

Branch - **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 × 1 = 10)

Question No.	Question	K Level	CO
1	CRM stands for: a) Customer Relationship Management b) Customer Retention Management c) Company Resource Management d) Consumer Review Mechanism	K1	CO1
2	The main goal of CRM is: a) Increase company profit only b) Build and maintain customer relationships c) Focus only on sales d) Reduce employee costs	K1	CO1
3	Sales Force Automation (SFA) helps in: a) Reducing sales team size b) Automating sales activities and reporting c) Cutting production costs d) Increasing advertising budget	K1	CO2
4	Multi-channel CRM means: a) Using multiple payment systems b) Engaging customers across various touchpoints (phone, email, social media) c) Increasing product channels only d) Limiting communication to one platform	K1	CO2
5	Data warehouse in CRM is used for: a) Storing large volumes of customer data b) Managing employee attendance c) Product pricing d) Tax filing	K1	CO3
6	Collaborative CRM focuses on: a) Enhancing internal teamwork with customers b) Only on financial data c) Employee payroll d) Warehouse management	K1	CO3
7	Which of the following is an example of emerging E-CRM technology? a) Voice portals b) Manual filing system c) Traditional telemarketing d) Handwritten letters	K1	CO4
8	Which technology is increasingly used in CRM? a) Artificial Intelligence b) Typewriters c) Fax machines d) Landline phones	K1	CO4
9	Which of the following is an ethical issue in CRM? a) Misuse of customer data b) Employee promotion c) Price fixing d) Office management	K1	CO5
10	In India, privacy concerns in CRM are most common in: a) Service industry b) Agricultural sector c) Manufacturing d) Mining	K1	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.	Infer about the guidelines for effective CRM.	K2	CO1
(OR)			
11.b.	Discuss the role of loyalty programs in building customer relationships.		
12.a.	Explain the need for CRM in B2B markets.	K2	CO2
(OR)			
12.b.	Describe the role of call centers in CRM.		
13.a.	Outline the steps involved in CRM implementation.	K2	CO3
(OR)			
13.b.	Explain how does data mining support CRM decision-making.		
14.a.	Define E-CRM and state its benefits.	K2	CO4
(OR)			
14.b.	How is Artificial Intelligence transforming CRM practices?		
15.a.	Explain the organizational privacy concerns in CRM.	K2	CO5
(OR)			
15.b.	Outline the future of CRM.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	"Customer Lifetime Value is the foundation for strategic CRM." Explain.	K4	CO1
17	Explain sales force automation and its benefits.	K3	CO2
18	Compare and contrast Operational CRM, Analytical CRM, and Collaborative CRM.	K4	CO3
19	Discuss the applications and emerging trends of E-CRM in the retail industry.	K4	CO4
20	Analyze the latest developments in CRM and predict future trends in customer relationship management.	K4	CO5