

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. CRM is a business philosophy that aims at maximizing ----- in the long run.
(i) Organization value (ii) Customer value
(iii) Business value (iv) Software value
2. A successful CRM increases production and profit throughout the -----.
(i) System life cycle (ii) Business life cycle
(iii) Customer life cycle (iv) Organizational life cycle
3. Customers and account can be developed through a medium of ----- software in an organization.
(i) Sales force automation (ii) Customer force automation
(iii) Account force automation (iv) Supply force automation
4. Which one of the following is not an ERP module?
(i) Human resource (ii) Inventory
(iii) Procurement (iv) Data warehouse
5. ----- is an essential process in which the intelligent methods are applied to extract data patterns.
(i) Data warehouse (ii) Data mining
(iii) Data selection (iv) Text mining
6. What allows you to create communication between different organizations related to customer service.
(i) Collaborative CRM (ii) Operational CRM
(iii) Analytical CRM (iv) All of the above
7. Which one is not a benefit of mobile CRM.
(i) More sales (ii) Less customer service
(iii) Improved data collection (iv) Better productivity
8. ----- is a function of E-CRM.
(i) Web services (ii) Cost controlling
(iii) Loyalty (iv) Supply chain
9. ----- involves the handling and protection of the personal information provided by customers.
(i) Organisational privacy (ii) Consumer privacy
(iii) Service privacy (iv) Ethical privacy
10. Which one does not come under external consumer privacy concern.
(i) Internet (ii) Technology
(iii) Public media (iv) Awareness

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a) What is CRM. State the purpose of CRM.
OR
b) Explain customer life cycle and its stages.
12. a) Describe the types of CRM.
OR
b) State the need of CRM in B2B markets.
13. a) Bring out the techniques used in CRM.
OR
b) How Data Mining in CRM will benefit your business?
14. a) List the benefits of E-CRM.
OR
b) Elaborate the emerging trends in E-CRM.
15. a) Discuss the application of CRM in Health Care Industry.
OR
b) Discuss the consequences of violating consumer privacy.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Why should a company use CRM?
17. Highlight the benefits of Sales Force Automation.
18. Summarize the steps in CRM implementation.
19. Point out the challenges of E - CRM.
20. Infer the future of CRM.

Z-Z-ZS

END