

(7 pages)

Reg. No. :

Code No. : 7513

Sub. Code : ZKCE 23

M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2025.

Second Semester

Commerce

Elective — CUSTOMER RELATIONSHIP
MANAGEMENT

(For those who joined in July 2021 and 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. In the context of CRM, what does the abbreviation SFA stand for
- (a) Sales Field Allocation
 - (b) Sales Field Audit
 - (c) Sales Front end Audit
 - (d) Sales Force Automation

2. In a CRM database, a set of information stored in a row of the database and pertaining to one customer is called _____
- (a) Cluster
 - (b) Record
 - (c) Factor
 - (d) Flow
3. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.
- (a) Data mining
 - (b) Data survey
 - (c) CRM
 - (d) None of the above
4. A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others
- (a) Customer database
 - (b) Customer mailing list
 - (c) Business database
 - (d) None of the above

5. What is the primary goal of CRM?
- (a) Maximizing profits
 - (b) Improving customer satisfaction and relationship
 - (c) Reducing operational costs
 - (d) Increasing marketing share
6. How can CRM improve customer retention?
- (a) By ignoring customer feedback and complaints
 - (b) By offering discounts to new customers only
 - (c) By providing personalized experiences and timely support
 - (d) By focusing solely on acquiring new customers
7. The element of service quality which is defined as the knowledge and courtesy of employees and their ability to convey trust and confidence is _____
- (a) Tangibles
 - (b) Reliability
 - (c) Assurance
 - (d) Empathy
8. The difference between desired service and the level of service considered adequate is known as _____
- (a) Service quality
 - (b) Tolerance zone
 - (c) Gap
 - (d) Serqual
9. Holistic marketers achieve profitable growth by expanding customer share, _____ and capturing customer life time value.
- (a) creating customer needs
 - (b) building customer loyalty
 - (c) renewing a customer base
 - (d) cannibalizing products
10. Which of the following reflects the sum of perceived tangible and intangible benefits and costs to a customer?
- (a) customer satisfaction
 - (b) customer delight
 - (c) customer value
 - (d) customer expectation

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) List out the benefits of CRM.
- Or
- (b) Narrate the features of customer centric marketing.
12. (a) How can CRM improve customer retention?
- Or
- (b) Define customer life time value. and why is it very important?
13. (a) How to segment customers to get profit in business?
- Or
- (b) Explain the key stages in CRM cycle.

14. (a) What are the differences between data mining and data warehousing?

Or

- (b) What are the reasons to adopt relationship management in business?
15. (a) What do you mean by service quality gap? and how should be filled up?

Or

- (b) What is culture change? and why is it important to your organisation?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Enumerate the factors influencing the customer expectations and perceptions.
- Or
- (b) Elucidate the components of customer satisfaction.

17. (a) What are the types of consumer profiling and what are the benefits of customer profiling?

Or

(b) Describe the role of CRM managers.

18. (a) Explain briefly the types of CRM.

Or

(b) Elaborate the top challenges faced in CRM implementation in your organisation.

19. (a) List out the strategies followed in an organisation to retain customers.

Or

(b) What are the determinants of service quality?

20. (a) State the recent trends in CRM.

Or

(b) Bring out the strategies for customer acquisition.