

(6 pages)

Reg. No. :

Code No. : 31193 E Sub. Code : CMBE 63

B.Com.(CBCS) DEGREE EXAMINATION,
NOVEMBER 2025.

Sixth Semester

Banking And E-Commerce – Core

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 questions.

Choose the correct answer :

1. Customer perception is best defined as
 - (a) The actual quality of the product
 - (b) The way customers view and interpret a company's offerings
 - (c) The technical features of a product
 - (d) The financial value of customers

2. Customer Lifetime Value (CLV) refers to
 - (a) The total profit a company earns from a customer over their relationship
 - (b) The market price of the company
 - (c) The total revenue of a company in one year
 - (d) The cost of acquiring new customers
3. A strategy for customer acquisition focuses on
 - (a) Attracting new customers
 - (b) Retaining only existing customers
 - (c) Increasing employee satisfaction
 - (d) Reducing supplier costs
4. Which CRM model focuses on customer satisfaction and loyalty?
 - (a) IDIC model
 - (b) BCG matrix
 - (c) SWOT analysis
 - (d) PERT model
5. Call centre management is a part of
 - (a) Operational CRM
 - (b) Analytical CRM
 - (c) Strategic CRM
 - (d) Human Resource Management

6. Operational CRM primarily supports
- (a) Front-office activities like sales, marketing, and service
 - (b) Government reporting
 - (c) Tax calculation
 - (d) Product packaging
7. Measuring service quality is important to
- (a) Reduce advertising cost
 - (b) Understand customer satisfaction levels
 - (c) Improve taxation policy
 - (d) Maintain inventory
8. The SERVQUAL scale measures service quality using
- (a) Five dimensions (b) Three dimensions
 - (c) Six dimensions (d) Two dimensions
9. The technological revolution in relationship management mainly refers to:
- (a) Use of IT tools to manage and enhance customer relationships
 - (b) Building new factories
 - (c) Increasing employee salaries
 - (d) Outsourcing production

10. A key advantage of modern CRM solutions is:
- (a) Improved customer retention and loyalty
 - (b) Higher product taxation
 - (c) Reduced competition
 - (d) Eliminating suppliers

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) List the factors considered in customer profile analysis.
- Or
- (b) Mention the advantages of segmenting customers.
12. (a) Mention the objectives of CRM.
- Or
- (b) Define customer retention and its role in CRM.
13. (a) Mention the objectives of operational CRM.
- Or
- (b) Explain the role of technology in CRM implementation.

14. (a) Mention the role of customer feedback in measuring service quality.

Or

- (b) List the factors affecting perceived service quality.

15. (a) Write a short note on cloud-based CRM solutions.

Or

- (b) Mention the advantages of integrated CRM systems.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Write a detailed note on the relationship between customer perception and customer satisfaction.

Or

- (b) "Customer expectations determine the success of a business." — Discuss.

Page 5 Code No. : 31193 E

17. (a) Explain in detail the strategies for customer acquisition.

Or

- (b) Discuss the CRM process and its importance in business.

18. (a) Discuss the challenges and solutions in CRM implementation.

Or

- (b) Explain the importance of data-driven decision-making in CRM.

19. (a) Explain the differences between perceived service quality and actual service quality.

Or

- (b) Discuss how service quality gaps can be minimized in organizations.

20. (a) Discuss how technology has transformed relationship management.

Or

- (b) Write a detailed note on popular CRM software packages and their features.

Page 6 Code No. : 31193 E