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

Sixth Semester

Banking and E-Commerce – Core

CUSTOMER RELATIONSHIP MANAGEMENT

(For those who joined in July 2022 only)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Customer Relationship \_\_\_\_\_ is a means of building customer loyalty
  - (a) Management
  - (b) Mission
  - (c) Motive
  - (d) None of the above

2. Which of the following is NOT typically included in a customer information database?
  - (a) Purchase history
  - (b) Social security number
  - (c) Contact details
  - (d) Customer preferences
3. Customer profile analysis primarily helps businesses to:
  - (a) Increase warehouse inventory
  - (b) Predict customer chum
  - (c) Decrease customer expectations
  - (d) Improve product durability
4. Which of the following is NOT considered a core element of Customer Relationship Management (CRM)?
  - (a) Customer data management
  - (b) Customer feedback
  - (c) Marketing automation
  - (d) One of the above

5. Which of the following is the first step in the customer Relationship management process?
- (a) Analysis of customer data
  - (b) Customer acquisition
  - (c) Customer interaction
  - (d) Customer retention
6. What is the primary focus of Customer Relationship Management (CRM)?
- (a) Increasing product variety
  - (b) Enhancing customer satisfaction and loyalty
  - (c) Reducing customer acquisition costs
  - (d) Focusing on advertising campaigns
7. Which of the following is NOT a typical component of CRM planning and implementation?
- (a) Defining customer segmentation
  - (b) Data integration across platforms
  - (c) Selling up employee reward systems
  - (d) Monitoring customer interactions
8. \_\_\_\_\_ defines the concept of service quality.
- (a) The measurable features of a product
  - (b) The consistency and reliability of service delivery
  - (c) The aesthetics of the physical environment
  - (d) The frequency of customer interactions
9. \_\_\_\_\_ service quality dimension is associated with the ability to perform the promised service dependably and accurately
- (a) Reliability
  - (b) Responsiveness
  - (c) Assurance
  - (d) Empathy
10. In the SERVQUAL model, \_\_\_\_\_ represents a service quality gap.
- (a) The difference between customer expectations and perceptions
  - (b) The difference between employee satisfaction and customer satisfaction
  - (c) The gap between service cost and pricing strategy
  - (d) None of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Describe how Customer Lifetime Value (CLV) is calculated and give one example of its use in marketing.

Or

- (b) Discuss the role of customer information databases in enhancing customer relationship management (CRM). Include advantages and potential challenges.

12. (a) List and explain three factors that can increase a customer's lifetime value it.

Or

- (b) Explain the key elements of CRM.

13. (a) Describe the CRM process and highlight its major stages.

Or

- (b) Explain the key components of a CRM strategy.

14. (a) What are the major challenges faced during CRM implementation? How can they be overcome?

Or

- (b) Describe the role of technology in CRM planning and its impact on customer engagement.

15. (a) Explain the concept of "service quality" and its importance for businesses.

Or

- (b) Discuss the five key dimensions of service quality in the SERVQUAL model.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Compare and contrast the impact of customer expectations in service-based vs. product-based industries.

Or

- (b) Explain the strategic importance of Customer Lifetime Value in long-term business planning.

17. (a) Evaluate the impact of CRM processes on customer retention and loyalty.  
Or  
(b) Discuss various strategies for customer acquisition in CRM.
18. (a) Provide a detailed explanation of the CRM roadmap and how businesses can implement it to drive customer-focused change.  
Or  
(b) Explain the benefits and challenges of the Analytical model of CRM.
19. (a) What skills and competencies are necessary for effective CRM management?  
Or  
(b) How can call centers be optimized to improve customer service and satisfaction?
20. (a) Explain any four service quality tools and how it can be measured?  
Or  
(b) Explain the internal and external factors influencing service quality.