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B.B.A. Examination, Dec.-2025

Customer Relationship Management

(BBA-304)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. $5 \times 3 = 15$

P.T.O.

1. What are various objectives of CRM?
2. Explain customer touchpoints to enhance CRM.
3. Training is important for retention. How?
4. CRM goals for a company.
5. Importance of CRM in Retail.

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceed **200** words. $2 \times 7\frac{1}{2} = 15$

6. Describe the importance of 4C's in the success of CRM.
7. What are the various components of CRM? Draw a diagram and explain.

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8. CRM cycle consists of various phases. Elaborate them and explain.

Section-C

(Long Answer Type Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in detail. $3 \times 15 = 45$

9. What is Customer Retention? What are the various strategies.
10. Business strategy and CRM are having a direct relationship. Evaluate the statement and support with examples.
11. What is the importance of CRM in the Indian Retail industry? Does it help in enhanced ROI?

12. e-CRM is more relevant to day. Explain the various tools of e-CRM and also mention their importance.
13. E-Commerce players are utilising CRM to increase orders and create satisfaction. Critically evaluate the statement and give examples.