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BBA
(SEM III) THEORY EXAMINATION 2025-26
CUSTOMER RELATIONSHIP MANAGEMENT

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 07 = 14

Q no.	Question	CO
a.	List two types of relationship in business context.	1
b.	Define customer relationship management.	1
c.	Name the major factors of CRM growth.	2
d.	List the models of customer satisfaction.	3
e.	Explain the variables influencing the CRM process.	4
f.	Name the major components of a CRM program.	4
g.	Define e-CRM.	5

SECTION B

2. Attempt any three of the following: 07 x 3 = 21

a.	Outline the stages of relationship development in a business setting.	1
b.	Discuss the evolution and emergence of CRM practices in modern organizations.	2
c.	Explain the rationale behind measuring customer satisfaction in organizations.	3
d.	Compare the historical CRM process with modern CRM practices.	4
e.	Describe the major advantages of adopting e-CRM for organizations.	5

SECTION C

3. Attempt any one part of the following: 07 x 1 = 07

a.	Discuss common challenges in business relationships and strategies to address these issues effectively	1
b.	Examine how effective business relationships influence marketing strategies and customer engagement.	1

4. Attempt any one part of the following: 07 x 1 = 07

a.	Explain the significance of CRM in improving customer satisfaction and business performance.	2
b.	Analyze how effective CRM practices contribute to long-term customer retention.	2

5. Attempt any one part of the following: 07 x 1 = 07

a.	Describe the customer loyalty ladder and explain the principles supporting it.	3
b.	Discuss the significance of customer loyalty for business growth.	3

6. Attempt any one part of the following: 07 x 1 = 07

a.	Explain the concept of CRM comprehension and its importance for organizations.	4
b.	Explain the CRM value chain and discuss how it helps in creating customer value.	4

7. Attempt any one part of the following: 07 x 1 = 07

a.	Describe customer retention management strategies used by organizations.	5
b.	Discuss customer experience management and explain how CRM helps in enhancing customer experience.	5