BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(DM)-Hons-2023
Course Name – Customer Relationship and Lead Management
Course Code - BBD40111
(Semester IV)

Full Marks : 60
Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)
1 x 15=15

1. Choose the correct alternative from the following :

(i) Which function is a part of Analytical CRM?
   a) Sales automation
   b) Customer segmentation
   c) Customer service automation
   d) Workflow integration

(ii) Mobile CRM primarily enhances:
   a) In-person sales interactions
   b) Customer accessibility and convenience
   c) Traditional advertising methods
   d) Manual data entry

(iii) What is the purpose of customer segmentation?
   a) To increase sales team workload
   b) To divide customers into specific groups
   c) To decrease marketing automation
   d) To replace CRM analytics

(iv) Predictive analytics helps businesses:
   a) Rank leads based on conversion likelihood
   b) Conduct face-to-face meetings
   c) Reduce email communication
   d) Increase customer complaints

(v) What is a key goal of search engine optimization (SEO)?
   a) To improve website ranking and visibility
   b) To increase phone call marketing
   c) To eliminate customer searches
   d) To replace CRM software

(vi) What does customer lifetime value (CLV) measure?
   a) The total cost of CRM software
   b) The number of products sold in a day
   c) The total revenue a business can expect from a customer
   d) The amount spent on advertisements

(vii) A high customer acquisition cost (CAC) indicates:
   a) Strong customer retention
   b) High profitability
   c) Inefficiency in acquiring new customers
   d) Improved sales automation

(viii) CRM improves sales efficiency by:
   a) Increasing manual paperwork
   b) Reducing customer service quality
   c) Automating repetitive tasks
   d) Eliminating data storage

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(ix) What does GDPR compliance ensure in CRM?

a) Data protection and privacy
b) Increased marketing budgets
c) Faster sales processing
d) Unrestricted data sharing

(x) What makes AI-powered customer service chatbots effective?

a) They are used only in e-commerce businesses
b) They completely eliminate human interaction
c) They operate only during business hours
d) They provide instant responses to common customer queries

(xi) Why is social CRM important for businesses?

a) It ignores customer feedback
b) It removes the need for traditional CRM systems
c) It focuses only on paid advertisements
d) It allows companies to track customer interactions on social media

(xii) How does blockchain technology enhance CRM systems?

a) It only works for financial transactions
b) It removes customer data from CRM databases
c) It replaces traditional customer loyalty programs
d) It provides secure and transparent customer data management

(xiii) What role does CRM play in customer loyalty programs?

a) It limits access to customer preferences
b) It removes the need for promotional discounts
c) It discourages customer retention efforts
d) It tracks and manages reward-based incentives for repeat customers

(xiv) Why is consistency across multiple CRM channels important?

a) It replaces traditional call centers
b) It limits business flexibility
c) It focuses only on email-based communication
d) It ensures customers receive the same service quality across all platforms

(xv) Why do businesses use CRM dashboards?

a) To limit business growth
b) To replace customer service teams
c) To remove the need for analytics
d) To visualize customer data and performance metrics

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Identify two benefits of data analysis in CRM.   (3)
3. Compare Salesforce and HubSpot CRM based on their features and target users.   (3)
4. Illustrate the impact of CRM data security on customer trust.   (3)
5. Illustrate the impact of pain point analysis on business improvement.   (3)
6. Analyze the impact of mobile CRM on sales team performance.   (3)

OR

Examine the role of customer data privacy in CRM strategies.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Apply the concept of CRM in social media advertising.   (5)
8. Compare the challenges and solutions in CRM data management.   (5)
9. Define customer journey mapping and explain its key stages.   (5)
10. Describe how word-of-mouth marketing contributes to customer loyalty.   (5)
11. Evaluate the future potential of AI-driven CRM.   (5)
12. How does integrating CRM with ERP systems improve business efficiency?   (5)

OR

Examine the role of customer data privacy in shaping CRM strategies. (5)

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