18041

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA(HM)-2024
Course Name – Customer Relationship Management
Course Code - MHM30202B
(Semester III)

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) Choose the correct full form of CRM.
a) Customer Relationship Management
b) Client Resource Management
c) Customer Referral Marketing
d) Consumer Rate Mechanism

(ii) Which of the following best describes CRM?
a) Accounting process
b) Strategy to manage a company's interaction with customers
c) Legal compliance tool
d) Production scheduling system

(iii) Choose the best reason behind the companies invest in CRM systems.
a) To increase taxation benefits
b) To reduce the need for marketing teams
c) To build stronger, data-driven customer relationships
d) To eliminate the need for physical stores

(iv) Show the way CRM contributes to business growth.
a) By cutting all customer contact
b) By increasing marketing budgets
c) By enhancing customer satisfaction and loyalty
d) By limiting customer communication

(v) Infer the outcome of poor CRM data management.
a) Customer dissatisfaction and miscommunication
b) Improved service
c) Higher conversion rates
d) Greater profitability

(vi) Decide the reason customer lifecycle management is essential to CRM.
a) It tracks vendor behavior
b) It helps reduce marketing budgets
c) It ensures every stage of the customer journey is optimized
d) It eliminates the need for loyalty programs

(vii) Show the way data mining contributes to CRM success.
a) By reducing customer loyalty
b) By eliminating IT dependency

c) By identifying hidden patterns in customer behavior
d) By increasing manual errors

(viii) Infer the role of e-CRM in customer satisfaction.

a) It reduces customer engagement
b) It helps automate and personalize interactions
c) It increases system errors
d) It replaces CRM completely

(ix) Select the benefit of using cloud-based CRM solutions.

a) Requires heavy physical infrastructure
b) Limited accessibility
c) Enables mobility and real-time updates
d) Increases IT maintenance cost

(x) Infer the reason, CRM is critical for hospital services.

a) It focuses only on finance operations
b) It helps reduce staff workload alone
c) It supports personalized patient engagement and continuity of care
d) It eliminates the need for electronic health records

(xi) Show the way CRM benefits the insurance sector.

a) It replaces agents with chatbots
b) It improves policy claim communication and customer tracking
c) It avoids regulatory compliance
d) It removes customer data from systems

(xii) Examine the future scope of CRM in India's growing service sector.

a) Decreasing relevance
b) Limited application
c) CRM replaced by printed forms
d) Increasing use of AI-driven, cloud-based, and multilingual CRM platforms

(xiii) Infer the way AI enhances CRM in modern organizations.

a) By removing human interaction entirely
b) By automating repetitive tasks and enabling predictive customer insights
c) By delaying customer responses
d) By reducing data storage capacity

(xiv) Show the benefit of integrating CRM with marketing functions.

a) Increases random communication
b) Improves uniform content delivery
c) Enables targeted campaigns and better lead conversion
d) Reduces digital interaction

(xv) Examine the benefits of integrating CRM with ERP and HRM systems.

a) Leads to departmental isolation
b) Makes CRM less efficient
c) Adds duplication of data
d) Enables holistic organizational planning and better customer service

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define Customer Relationship Management (CRM). (3)
3. Demonstrate the ways CRM can help win markets. (3)
4. Explain the role of data mining in Customer Relationship Management. (3)
5. Justify the importance of training employees during CRM implementation. (3)
6. Analyze the ways CRM adoption has helped Indian private banks compete with fintech companies. (3)

OR

Inference the role of CRM in reducing customer churn in telecom services. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Evaluate the key challenges faced during CRM implementation and strategies to overcome them. (5)
8. Analyze how the evolution of CRM from traditional methods to digital platforms has changed service delivery. (5)

9. Infer the relationship between CRM and digital marketing and how they complement each other. (5)
10. How does CRM contribute to long-term customer loyalty and profitability? (5)
11. Explain the role of data mining in enhancing Customer Relationship Management strategies. (5)
12. Justify the need for a structured organizational framework while deploying CRM systems. (5)

OR

Evaluate the scalability and flexibility of cloud-based CRM platforms for growing enterprises. (5)

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