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Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125



## BRAINWARE UNIVERSITY

**Term End Examination 2025-2026**

**Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024**

**Course Name – Customer Relationship and Lead Management**

**Course Code - BBD40111/BBD40108**

**( 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) Collaborative CRM primarily focuses on:
  - a) Enhancing marketing automation
  - b) Facilitating seamless communication across departments
  - c) Implementing predictive analytics
  - d) Increasing sales efficiency
- (ii) Identify the CRM function that helps anticipate customer needs.
  - a) Social media management
  - b) Predictive analytics
  - c) Direct marketing
  - d) Content creation
- (iii) Determine which segmentation method categorizes customers by age and income.
  - a) Behavioral segmentation
  - b) Geographic segmentation
  - c) Psychographic segmentation
  - d) Demographic segmentation
- (iv) Which platform offers advanced targeting options for social media advertising?
  - a) LinkedIn
  - b) Radio
  - c) Television
  - d) Newspapers
- (v) Identify how CRM improves email marketing.
  - a) By segmenting email lists based on customer data
  - b) By reducing customer engagement
  - c) By eliminating email marketing strategies
  - d) By blocking emails from competitors
- (vi) Indicate which CRM tool visually displays KPIs like sales growth and customer retention.
  - a) Inventory ledger
  - b) Dashboard
  - c) Payroll sheet
  - d) Notice board
- (vii) Describe why data accuracy is important in CRM.
  - a) It makes customer interactions more enjoyable
  - b) It ensures that marketing campaigns target the right audience

- c) It allows employees to work remotely                      d) It eliminates the need for human intervention
- (viii) Define omni-channel customer engagement.
- a) Engaging customers through a single channel                      b) Eliminating offline marketing
- c) Providing a seamless experience across multiple channels                      d) Reducing digital marketing efforts
- (ix) How do automated marketing campaigns improve customer engagement?
- a) They discourage repeat purchases                      b) They send the same promotions to all customers
- c) They replace human marketing teams                      d) They send personalized emails and offers based on customer behavior
- (x) Which of the following best explains the purpose of voice-activated CRM?
- a) To function only on mobile devices                      b) To completely replace written communication
- c) To remove the need for customer support                      d) To allow hands-free access to customer data
- (xi) Identify why customer data privacy is a major concern in CRM.
- a) It eliminates the need for CRM software updates                      b) It allows businesses to sell customer data freely
- c) It prevents companies from personalizing offers                      d) It ensures businesses comply with regulations like GDPR
- (xii) Explain the main benefit of customer segmentation in CRM.
- a) It limits customer service capabilities                      b) It sends the same message to all customers
- c) It removes the need for data analysis                      d) It helps businesses target specific groups with personalized strategies
- (xiii) Explain how integrating third-party applications improves CRM functionality.
- a) It restricts customer engagement options                      b) It makes CRM systems more expensive without adding value
- c) It eliminates the need for CRM training                      d) It expands features like analytics, marketing, and social media tracking
- (xiv) Explain why proactive customer engagement is crucial in CRM.
- a) It replaces traditional CRM strategies                      b) It focuses only on resolving complaints
- c) It limits customer interactions                      d) It anticipates customer needs before they arise
- (xv) Explain how automation contributes to CRM efficiency.
- a) It reduces the need for customer segmentation                      b) It eliminates human involvement in customer service
- c) It increases CRM maintenance costs                      d) It streamlines repetitive tasks like data entry and email marketing

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the role of CRM in lead qualification. (3)
3. Explain the concept of customer segmentation with a suitable example. (3)
4. Define Customer Relationship Management (CRM). (3)
5. Identify three benefits of CRM in businesses. (3)
6. Evaluate the importance of CRM in driving long-term business growth. (3)

OR

- Evaluate the long-term impact of integrating customer engagement channels. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe how CRM helps businesses personalize customer interactions. (5)
8. Explain the role of demographic and behavioral segmentation in marketing. (5)
9. Describe the benefits of integrating multiple customer engagement channels. (5)
10. How does cloud-based CRM improve collaboration and scalability in businesses? (5)
11. Design an effective loyalty program using CRM insights. (5)
12. Analyze the impact of customer loyalty on brand reputation. (5)

**OR**

Compare and contrast the benefits of tiered loyalty programs and points-based loyalty programs. (5)

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