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DCBB414/DCBA414/DCAM414

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IV Semester B.B.A. Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION

Customer Relationship Management

(SEP Scheme Freshers)

Paper : 4.4

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates :

Answers should be written in English only.

SECTION - A

Answer any Five of the following sub-questions. Each question carries Two marks.
(5×2=10)

1. a) Give the meaning of analytical CRM.
b) Mention three levels of sales or sales profiling.
c) What do you mean by customer profitability?
d) Give the meaning of call scripting.
e) What is enterprise resource planning?
f) Give the meaning of the term lead management.
g) What do you mean by data warehousing?
h) What do you understand by the term managing customer relationship?

SECTION - B

Answer any Four of the following questions. Each question carries Five marks.
(4×5=20)

2. Explain any five ways of maintaining customer loyalty.
3. Explain in brief the benefits of cross selling.
4. Write a short note on customer value modelling.
5. Briefly explain any five advantages of E-commerce.
6. Discuss any five aspects of ethical and legal issues of data use in analytical CRM.
7. Briefly explain any five requirements of business plan.

[P.T.O.]

SECTION - C

Answer any Three of the following questions. Each question carries Fifteen marks.
(3×15=45)

8. Define CRM and explain the benefits of CRM.
9. Explain in detail the importance of understanding behaviour prediction.
10. Give the meaning of supply chain management and discuss its functions.
11. What do you mean by click stream analysis? Explain its benefits.
12. Define functionalities and explain the factors influencing the selection of home grown approaches.

SECTION - D

Answer the following question. This question carries Five marks.
(1×5=5)

13. Present any two CRM models in a diagrammatic form.

