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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.Tech Integrated

SEM: VIII - THEORY EXAMINATION (2025- 2026)

Subject: CRM Fundamentals

Time: 2 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- | | | |
|-------|--|---|
| (1.1) | CRM processes are designed to (CO1, K1) | 1 |
| | (a) Optimize customer interactions across the customer journey | |
| | (b) Automate warehouse inventory management | |
| | (c) Predict stock market trends | |
| | (d) Design corporate training videos | |
| (1.2) | An approach focuses on developing a deep understanding of customers' needs and preferences (CO2, K1) | 1 |
| | (a) Customer-centric | |
| | (b) Product-centric | |
| | (c) Sales-centric | |
| | (d) Market-centric | |
| (1.3) | During designing a CRM architecture, data quality considerations should include (CO3, K1) | 1 |
| | (a) Accuracy, completeness, and consistency | |
| | (b) Subjective opinions of stakeholders | |
| | (c) Primarily demographic information about customers | |
| | (d) Exclusively financial transaction data | |
| (1.4) | The process of gathering requirements for a solution specification should involve (CO4, K1) | 1 |
| | (a) Only the technical development team. | |
| | (b) Stakeholders from various relevant areas | |
| | (c) Exclusively the end-users of the solution | |

- (d) Primarily external consultants
- (1.5) A key benefit of starting with a small CRM pilot group is [CO5,K1] 1
- (a) It simplifies data migration
- (b) It reduces licensing costs during implementation
- (c) It allows for collecting feedback and refining processes
- (d) It guarantees a successful full-scale rollout

2. Attempt all parts:-

- (2.1) Discuss how CRM has evolved from traditional marketing to modern CRM strategies. (CO1, K2) 2
- (2.2) Explain two strategies for managing shifting loyalty among customers. (CO2, K2) 2
- (2.3) Evaluate the pros and cons of On-Premises CRM systems. (CO3, K2) 2
- (2.4) Explain the importance of data analysis in CRM solution design. (CO4, K2) 2
- (2.5) List the key stages in a CRM implementation process.[CO5,K1] 2

SECTION-B

15

3. Attempt all parts:-

3.a. Answer any one of the following:-

- (3.1) Examine the challenges organizations may face when implementing CRM systems.[CO1,K3] 3
- (3.2) Explain the importance of aligning CRM strategy with an organization's overall business objectives. Discuss how misalignment can negatively impact both customer relationships and the company's bottom line. (CO2,K2) 3

3.b. Answer any one of the following:-

- (3.3) Identify three specific CRM features that would benefit this business and justify your choices. (CO2,K1) 3
- (3.4) Explain the different types of customer loyalty.Give some real life examples too. [CO2,K2] 3

3.c. Answer any one of the following:-

- (3.5) Discuss the impact of solution design and architecture on the scalability and flexibility of CRM systems, providing examples to support your analysis. (CO3, K2) 3
- (3.6) Discuss the potential challenges and risks associated with CRM integration, proposing mitigation strategies to address each identified issue. (CO3, K2) 3

3.d. Answer any one of the following:-

- (3.7) Discuss an integration strategy for seamlessly connecting CRM with other enterprise applications such as ERP or marketing automation platforms, ensuring data consistency and workflow efficiency [CO4,K2] 3
- (3.8) Develop a risk management framework for mitigating cybersecurity threats in CRM systems, incorporating best practices for data encryption, access control, and incident response.(CO4,K3) 3

3.e. Answer any one of the following:-

- (3.9) Explain the role of application management in CRM implementation. (CO5, K2) 3
- (3.10) Discuss potential issues that can arise during CRM deployment and how to mitigate 3

them.[CO5,K2]

SECTION-C

20

4. Answer any one of the following:-

(4.1) Explain how a company can leverage CRM to enhance customer relationships. (CO1, K2) 4

(4.2) Discuss the effectiveness of a specific CRM implementation in an organization you are familiar with. (CO1, K2) 4

5. Answer any one of the following:-

(5.1) Discuss the future trends and developments in CRM, considering emerging technologies and strategies that are shaping the future of customer relationship management. [CO2,K2] 4

(5.2) Explain in detail the process involved in developing a comprehensive CRM strategy. (CO2, K2) 4

6. Answer any one of the following:-

(6.1) Discuss various visualization tools and techniques, and their strengths in aiding decision-making. Provide examples of how poorly chosen visualizations can mislead interpretations. (CO3, K2) 4

(6.2) Describe the characteristics and a use-case scenario by selecting an architectural pattern (e.g., layered, event-driven) where it would be suitable for a CRM system (CO3, K3) 4

7. Answer any one of the following:-

(7.1) Discuss the role of data analysis in understanding customer segmentation and targeting within a CRM context.[CO4,K2] 4

(7.2) Discuss the pros and cons of cloud-based CRM solutions compared to on-premises deployments.(CO4,K2) 4

8. Answer any one of the following:-

(8.1) Discuss the challenges of implementing CRM in a mid-sized organization. [CO5,K2] 4

(8.2) Explain the process of developing a roadmap midstream during CRM implementation.[CO5,K2] 4