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

B.Tech

SEM: VIII - THEORY EXAMINATION (2025 - 2026)

Subject: Customer Relationship Management

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- (1.1) Customer retention is best described as which ongoing business activity? (CO1,K1) 1
- Keeping existing customers
 - Losing customers
 - Selling products
 - Marketing
- (1.2) CRM strategy mainly focuses on adopting which type of organizational approach? (CO1, K1) 1
- Production only
 - Finance only
 - Product only
 - Customer-centric approach
- (1.3) Customer Lifetime Value represents the total worth of a customer over which period of interaction with a company? (CO2, K1) 1
- Entire relationship
 - Single transaction
 - One year
 - One product
- (1.4) Customer acquisition cost refers to the cost associated with achieving which business activity? (CO2, K1) 1
- Machine cost
 - Labor cost
 - Cost to acquire customer

- (d) Product cost
- (1.5) Service quality is defined as the comparison between which two aspects of customer perception? (CO3, K1) 1
- (a) Machine output
- (b) Product cost
- (c) Customer perception of service
- (d) Employee salary
- (1.6) Operational CRM improves which aspect of business processes? (CO3, K1) 1
- (a) Production
- (b) Customer interaction
- (c) Transport
- (d) Inventory
- (1.7) Analytical CRM mainly deals with (CO4,K1) 1
- (a) Employee records
- (b) Product design
- (c) Customer data
- (d) Sales targets
- (1.8) The main purpose of Analytical CRM is to support (CO4, K1) 1
- (a) Business decisions
- (b) Inventory
- (c) Manufacturing
- (d) Accounting
- (1.9) Managing experience improves (CO5, K1) 1
- (a) Storage
- (b) Manufacturing
- (c) Transport
- (d) Customer loyalty
- (1.10) Feedback helps in (CO5, K1) 1
- (a) Shipping
- (b) Packing
- (c) Hiring
- (d) Improving services

2. Attempt all parts:-

- (2.1) Define CRM cycle and mention its key stages. (CO1, K1) 2
- (2.2) Explain the concept of new customer in customer acquisition process. (CO2, K2) 2
- (2.3) Describe tools used in Strategic CRM for managing customers. (CO3,K2) 2
- (2.4) Explain Analytical CRM in simple terms. (CO4, K2) 2
- (2.5) Explain Social CRM along with its advantage in Business (CO5, K2) 2

SECTION-B

30

Answer any one of the following:-

(3.1)	Describe the emergence of CRM and explain the factors responsible for its growth. (CO1,K2)	6
(3.2)	Explain different CRM models and describe their importance in managing customer relationships. (CO1, K2)	6
Answer any one of the following:-		
(3.3)	Describe different strategies for customer retention and explain their impact on business. (CO2, K2)	6
(3.4)	Describe the importance of feedback in improving customer satisfaction and retention. (CO2, K2)	6
Answer any one of the following:-		
(3.5)	Describe strategies used in Customer Portfolio Management and explain their impact. (CO3, K2)	6
(3.6)	Describe service quality and explain its importance in customer satisfaction. (CO3, K2)	6
Answer any one of the following:-		
(3.7)	Describe the role of data mining and data warehousing in Analytical CRM. (CO4, K2)	6
(3.8)	Discuss the impact of Big Data on modern CRM systems. (CO4, K2)	6
Answer any one of the following:-		
(3.9)	Explain the methods adopted by organizations to improve customer experience. (CO5, K2)	6
(3.10)	Compare Traditional CRM and Social CRM on the basis of communication, interaction, and customer involvement. (CO5,K2)	6
<u>SECTION-C</u>		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Explain how CRM helps in customer acquisition, retention, and development, and describe its impact on profitability. (CO1, K2)	10
(4.2)	Describe challenges faced in CRM implementation and explain strategies to overcome them. (CO1, K2)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Explain how customer lifecycle management helps organizations in improving customer experience and maintaining long-term relationships. (CO2,K2)	10
(5.2)	Describe the role of personalization in customer retention strategies and explain how it enhances customer satisfaction and loyalty. (CO2,K2)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Explain how organizations deliver customer value and describe strategies used to create competitive advantage through value delivery. (CO3, K2)	10
(6.2)	Explain SERVQUAL model and describe its dimensions and applications in measuring service quality.(CO3, K2)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Describe the process of handling customer complaints using IT-enabled Customer Relationship Management (CRM) tools. Explain how these tools help organizations	10

improve customer satisfaction and service efficiency. (CO4,K2)

- (7.2) Discuss the various applications of Electronic Customer Relationship Management (E-CRM) in managing customer relationships on digital platforms. Explain how E-CRM helps organizations enhance customer engagement, communication, and business performance. (CO4, K2) 10

8. Answer any one of the following:-

- (8.1) Explain the concept of customer experience and discuss its importance in Customer Relationship Management (CRM). How does effective customer experience management contribute to customer satisfaction and business growth? (CO5, K2) 10
- (8.2) Explain the major challenges and opportunities of Customer Relationship Management (CRM) in detail. Discuss how organizations can overcome CRM challenges and leverage opportunities to improve customer satisfaction and business performance. (CO5 ,K2) 10

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