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Question Paper Code	13752
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MBA - DEGREE EXAMINATIONS, APRIL / MAY 2025

Third Semester

Master of Business Administration

20MBM308 - CUSTOMER RELATIONSHIP MANAGEMENT

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

PART - A ($10 \times 2 = 20$ Marks)

Answer ALL Questions

Marks	K- Level	CO
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|---|---|----|-----|
| 1. Define Customer Intelligence. | 2 | K1 | CO1 |
| 2. Tell the significance of SLA. | 2 | K2 | CO1 |
| 3. Infer the necessity of a call center. | 2 | K1 | CO2 |
| 4. Quote the contribution of CRM in Marketing. | 2 | K2 | CO2 |
| 5. Paraphrase E- Commerce with latest updates. | 2 | K1 | CO3 |
| 6. How does the internet impact CRM? | 2 | K2 | CO3 |
| 7. Rephrase Customer Information Databases. | 2 | K1 | CO4 |
| 8. State the importance of data mining. | 2 | K2 | CO4 |
| 9. Recognize field force automation. | 2 | K1 | CO5 |
| 10. List the managing principles of customer relationships. | 2 | K2 | CO5 |

PART - B ($5 \times 13 = 65$ Marks)

Answer ALL Questions

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| 11. a) Enumerate the different Levels of SLAs and furnish the scope behind its management. | 13 | K3 | CO1 |
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OR

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| b) Explain the types of CRM and illustrate to identify the feasible methodology to retain the customer. | 13 | K3 | CO1 |
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| 12. a) Compare and Contrast between Cross Selling and Up Selling with suitable illustrations. | 13 | K4 | CO2 |
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OR

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| b) How Call Centers are Influencing Customer Satisfaction? Explain its promotional activities. | 13 | K4 | CO2 |
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| 13. a) Discuss Enterprise Resource Planning with reference to Customer Relationship Management. | 13 | K3 | CO3 |
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OR

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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- b) Explain in detail about supply chain management and its impact on CRM. 13 K3 CO3

14. a) Elaborate the importance of Click stream Analysis and its impact on CRM. 13 K3 CO4

OR

- b) Discuss the legal and ethical implications of customer data utilization. 13 K3 CO4

15. a) Discuss the factors influencing outsourced approaches of CRM. 13 K4 CO5

OR

- b) Explain about business plan requirements and justify its process with examples. 13 K4 CO5

PART - C (1× 15 = 15 Marks)

16. **Title: "E-Commerce Trends: Unraveling Consumer Behavior in the Digital Age"** 15 K5 CO2

Introduction: The advent of e-commerce has revolutionized the way consumers shop, presenting businesses with unique challenges and opportunities. This case study explores the intricacies of consumer behavior in the digital marketplace, shedding light on key factors influencing purchasing decisions and their implications for online retailers. Changing Landscape of Consumer Preferences: As more consumers turn to online shopping, convenience has become a paramount factor influencing their purchasing decisions. The ease of browsing and making purchases from the comfort of one's home, coupled with the availability of diverse product options, has reshaped traditional retail habits. Understanding these evolving preferences is crucial for e-commerce businesses seeking to thrive in a competitive environment. Influence of Online Reviews and Social Proof: One notable finding is the growing significance of online reviews and social proof in shaping consumer choices. The study revealed that a substantial number of respondents relied on reviews from other customers to inform their decisions. Positive testimonials and user-generated content on social media platforms significantly impacted brand perception and played a pivotal role in establishing trust. Conversely, negative reviews and feedback could dissuade potential buyers, highlighting the delicate nature of online reputation management.

The Role of Personalization and Customer Experience: Consumer behavior in the digital age is also marked by a demand for personalized experiences. E-commerce platforms that employ data-driven algorithms to recommend products based on past purchases or browsing history resonate well with consumers. Furthermore, the

overall customer experience, from website navigation to post-purchase support, emerged as a critical factor affecting brand loyalty. Businesses that prioritize seamless and personalized interactions are more likely to foster long-term relationships with their customers.

Implications for E-Commerce Businesses: Understanding these consumer behavior trends has profound implications for e-commerce businesses. Companies need to invest in user-friendly interfaces, enhance the personalization of the shopping experience, and actively manage their online reputation through strategic use of reviews and social media. Navigating this landscape successfully requires a balance between technology-driven solutions and a human centric approach.

Three Questions to Consider:

1. How can e-commerce businesses strike the right balance between leveraging data for personalized experiences and respecting consumer privacy concerns?
2. In what ways can online retailers effectively manage and respond to customer reviews and feedback to maintain a positive brand image?
3. Given the increasing reliance on online platforms, how can e-commerce businesses enhance customer trust and loyalty through seamless and personalized customer experiences?