

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)  
END TERM EXAMINATION (TERM -V)**

Subject Name: Customer Relationship Management  
Sub. Code: PGM 53

Time: **02.00 hrs**  
Max Marks: **40**

**Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

CO#	Course Outcomes	Bloom's Taxonomy
CO-1	Explain CRM concepts, frameworks, and relationship marketing principles.	Understand- L-2
CO-2	Analyze customer data to estimate CLV and customer profitability.	Analyze- L-4
CO-3	Apply CRM tools and technologies to manage customer interactions.	Apply-L-3
CO-4	Design customer lifecycle and retention strategies.	Create- L-6
CO-5	Evaluate CRM performance and customer experience outcomes.	Evaluate- L-5
CO-6	Formulate ethical and AI-enabled CRM strategies.	Create- L-6

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2×6 = 12 Marks**

Questions	CO	Bloom's Level
Q. 1: (A) Define Customer Lifetime Value (CLV) and explain its importance in CRM strategy.	CO1	L2
Q. 1: (B) Differentiate between customer acquisition and customer retention strategies (any two points).	CO1	L2
Q. 1: (C) List two benefits of implementing a CRM system in an e-commerce company.	CO1	L1
Q. 1: (D) A telecom firm notices high churn among young professionals. Apply customer profitability analysis to suggest retention strategies.	CO2	L3
Q. 1: (E) Identify the type of segmentation used when a bank targets customers based on income and occupation.	CO2	L2
Q. 1: (F) Explain how improving customer satisfaction impacts CLV using a simple example.	CO2	L3

**SECTION – B**

All questions are compulsory. (Each question has an internal choice. Attempt anyone, either A or B, from the internal choice)

**6 x 3 = 18 Marks**

Questions	CO	Bloom's Level
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<p>Q. 2: (A) A retail chain wants to launch a loyalty program. Design a CRM-driven loyalty program strategy highlighting key features and benefits. OR Q. 2: (B) Explain the role of data analytics in enhancing customer experience and driving CRM success.</p> <p>Q. 3: (A) Discuss the challenges of implementing CRM in a B2B organization and suggest mitigation steps. OR Q. 3: (B) How does social media integration strengthen CRM? Explain with examples.</p> <p>Q. 4: (A) A SaaS company wants to improve customer retention. Apply the RFM model to design a targeted retention strategy. OR Q. 4: (B) Explain how AI-powered chatbots can enhance customer service in a CRM context.</p>	<p>CO3</p> <p>CO4</p> <p>CO4</p> <p>CO5</p> <p>CO5</p>	<p>L3</p> <p>L4</p> <p>L6</p> <p>L5</p> <p>L6</p>
<p><b><u>SECTION - C</u></b></p> <p>Read the case and answer the questions <span style="float: right;"><b>5×02 = 10 Marks</b></span></p>		
<p><b>Q. 5: Case Study:</b></p>	<p><b>CO</b></p>	<p><b>Bloom's Level</b></p>
<p><b><u>Case Study: GreenLeaf Organics</u></b></p> <p>GreenLeaf Organics, a mid-sized organic grocery chain in India, is revamping its customer loyalty program. The company has 50+ stores across tier-1 and tier-2 cities and relies on both online (app/website) and offline (in-store) sales. Recent customer feedback highlights issues with personalization and data privacy concerns.</p> <p><b>Key Challenges:</b></p> <ol style="list-style-type: none"> <li>1. Customers feel offers are generic, not tailored to their preferences.</li> <li>2. Data-sharing concerns post a data breach at a competitor.</li> <li>3. Abandoned carts are high on the app (40% churn rate).</li> </ol> <p><b>Initiatives Planned:</b></p> <ul style="list-style-type: none"> <li>- Launch a new loyalty program with AI-driven recommendations.</li> <li>- Improve data security and transparency.</li> <li>- Integrate online/offline customer data for a unified view.</li> </ul> <p><b>Question 5 (A):</b> As a CRM consultant, design an *ethical and AI-enabled loyalty program* for GreenLeaf Organics that balances personalization, data privacy, and customer trust. Also explain 'Churn Rate' and highlight AI applications, ethical safeguards, and governance mechanisms.</p> <p><b>Question 5 (B):</b> Propose a 'Data Governance Policy (DGP)' for GreenLeaf Organics addressing data privacy, transparency, consent management, and bias mitigation in AI-driven customer interactions. Kindly also explain how churn rate impacts business and its role in DGP ?</p>	<p>CO6</p>	<p>L6</p>

Kindly fill the total marks allocated to each CO's in the table below:

<b>COs</b>	<b>Question No.</b>	<b>Marks Allocated</b>
CO1	Q.1 (A), Q.1 (B), Q.1 (C)	6 Marks
CO2	Q.1 (D), Q.1 (E), Q.1 (F)	6 Marks
CO3	Q.2 (A) or Q.2 (B)	6 Marks
CO4	Q.3 (A) or Q.3 (B)	6 Marks
CO5	Q.4 (A) or Q.4 (B)	6 Marks
CO6	Q.5 (A) & Q.5 (B)	10 Marks