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

BCA

SEM: III - THEORY EXAMINATION (2025 - 2026)

Subject: CRM Fundamentals

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-a. The shift from product-oriented to customer-oriented marketing is known as:[CO1, K2] 1
- (a) Customer Value
 - (b) Paradigm Shift
 - (c) Service Recovery
 - (d) Data Mining
- 1-b. Service recovery management focuses on:[CO1, K2] 1
- (a) Ignoring complaints
 - (b) Handling customer complaints
 - (c) Avoiding feedback
 - (d) Reducing loyalty
- 1-c. The degree to which a product meets customer expectations is called:[CO2, K1] 1
- (a) Customer Value
 - (b) Customer Expectation
 - (c) Customer Satisfaction
 - (d) Customer Loyalty
- 1-d. Continuous positive relationship with a brand builds:[CO2, K2] 1
- (a) Customer Satisfaction
 - (b) Customer Loyalty
 - (c) Customer Value
 - (d) Customer Expectation

- 1-e. The process of identifying required customer information is called:[CO3, K1] 1
- (a) Data mining
 - (b) Defining data requirements
 - (c) Customer experience
 - (d) Profitability analysis
- 1-f. Setting CRM objectives ensures that:[CO3, K2] 1
- (a) Business goals remain unclear
 - (b) Efforts are focused
 - (c) Customers are ignored
 - (d) Technology is avoided
- 1-g. Setup menu in Salesforce allows:[CO4, K2] 1
- (a) Playing music
 - (b) Configuring users and objects
 - (c) Sending SMS
 - (d) Designing websites
- 1-h. Salesforce platform allows integration with:[CO4, K2] 1
- (a) Other cloud apps
 - (b) Television
 - (c) Typewriters
 - (d) Radios
- 1-i. The role of business leaders in governance is to:[CO5,K2] 1
- (a) Approve changes and align with goals
 - (b) Write Apex classes
 - (c) Build reports only
 - (d) Manage password resets
- 1-j. In Salesforce, two-factor authentication adds:[CO5,K2] 1
- (a) A second login step for more security
 - (b) More dashboard options
 - (c) Faster access to data
 - (d) Report automation

2. Attempt all parts:-

- 2.a. Show the major types of CRM with examples. [CO1, K2] 2
- 2.b. Define customer satisfaction in simple terms. [CO2, K1] 2
- 2.c. Describe the role of CRM objectives in business. [CO3, K2] 2
- 2.d. Mention one step to create a Trailhead Playground. [CO4, K2] 2
- 2.e. State two ways to educate users about security practices. [CO5, K1] 2

SECTION-B

30

3. Attempt all parts:-

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

- 3.a.(i) Explain the features and advantages of E-CRM. [CO1, K2] 6

3.a.(ii)	Match E-CRM strategies with their applications in the retail sector. [CO1, K2]	6
3.b.	Answer any one of the following:-	
3.b.(i)	Present the process of customer acquisition in business strategy. [CO2, K2]	6
3.b.(ii)	Describe the ways web-based customer support contributes to customer loyalty. [CO2, K2]	6
3.c.	Answer any one of the following:-	
3.c.(i)	Outline the role of CRM objectives in driving business growth. [CO3, K2]	6
3.c.(ii)	Identify IT tools used to address CRM challenges. [CO3, K1]	6
3.d.	Answer any one of the following:-	
3.d.(i)	Classify Profiles and Permission Sets in Salesforce with examples for each category. [CO4, K2]	6
3.d.(ii)	Illustrate how field-level security supports data protection in Salesforce. [CO4, K2]	6
3.e.	Answer any one of the following:-	
3.e.(i)	Discuss the challenges organizations face without a governance framework. [CO5, K2]	6
3.e.(ii)	Convert two key security practices, beyond passwords, that enhance user protection in Salesforce into simple user instructions. [CO5, K2]	6
<u>SECTION-C</u>		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Illustrate the benefits of implementing CRM practices in modern business environments. [CO1, K2]	10
4-b.	Summarize the steps involved in service recovery management and their role in maintaining customer satisfaction. [CO1, K2]	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Summarize the role of Customer Centricity as a paradigm shift in modern business and its direct benefits to customer retention. [CO2, K2]	10
5-b.	Write about the applications of enterprise marketing management in CRM. [CO2, K2]	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Interpret the process of defining data requirements in CRM planning. [CO3, K2]	10
6-b.	Present the challenges in CRM implementation with examples. [CO3, K2]	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Highlight real-life use cases of Salesforce across industries. [CO4, K2]	10
7-b.	Explain the steps of working with Salesforce Admin for access needs. [CO4, K2]	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Recognize the importance of governance in maintaining system integrity. [CO5, K2]	10
8-b.	Associate governance with its effects on scalability and system performance. [CO5, K2]	10