

	<b>UNIVERSITY OF RUHUNA</b> <b>FACULTY OF MANAGEMENT AND FINANCE</b>	No. of Pages :03 No. of Questions:05 Total Marks :70
	<b>BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE</b> <b>3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2025</b>	Three Hours
<b>MGT 31623: Customer Relationship Management</b>		<b>Academic Year 2024/2025</b>
<b>Instructions:</b> <ul style="list-style-type: none"> <li>• The question paper contains 05 questions.</li> <li>• Answer all questions.</li> </ul>		

1.
  - a) Identify the key components necessary for a meaningful Customer Lifetime Value (CLV) estimate.
 

(3 marks)
  - b) A relationship is composed of a series of interactive episodes between two parties over time. Describe the key episodes in a customer relationship.
 

(5 marks)
  - c) Compare the three theoretical perspectives on customer retention management and explain how each perspective proposes to retain customers.
 

(6 marks)

(Total Marks 14)
2.
  - a) List the appropriate recommendations for a company positioned in Quadrant I with rapid market growth and a strong competitive position, according to the Grand Strategy Matrix.
 

(2 marks)
  - b) Briefly explain best practices for Customer Relationship Management (CRM) in emerging markets.
 

(6 marks)
  - c) Customer touchpoints in a hotel significantly contribute to customer satisfaction and loyalty. Justify this statement with relevant examples.
 

(6 marks)

(Total 14 marks)

3.

- a) Examine how a business can build a reliable group of investors. (4 marks)
- b) Explain factors that influence customer-supplier relationships. (4 marks)
- c) Explain culturally sensitive CRM (Customer Relationship Management) strategies that businesses can adopt in emerging markets. (6 marks)

(Total Marks 14)

4.

- a) Define the perspectives of the scorecard method used to measure the performance of CRM. (4 marks)
- b) Explain at least four characteristics of CRM software. (4 marks)
- c) TechNova Solutions, an IT firm in Sri Lanka, recently adopted a CRM system to improve customer relationship management. Before the implementation, their customer data was scattered, and internal communication was inconsistent. With the new CRM, all client information is now centralized, helping support teams provide faster, more personalized service. Sales forecasting tools have enabled the management to plan better and meet targets efficiently. Automated workflows and detailed analytics reports have improved team productivity and decision-making. As a result, customer satisfaction and sales figures have significantly increased within a few months.

Based on the case of TechNova Solutions, explain how CRM technologies helped improve both customer service and internal operations. Identify and briefly describe three specific benefits of CRM technology implementations highlighted in the scenario.

(6 marks)  
(Total Marks 14)

5.

a) What do you mean by Monte Carlo Simulation?

(4 marks)

b) Explain the performance measures of queuing theory.

(4 marks)

c) A bank branch in Kandy has a single pawning counter that can serve 12 customers per hour. Customers arrive at the counter at an average rate of 7 customers per hour, and arrivals follow an exponential distribution.

a. What is the average number of customers in the system?

b. What is the average time a customer spends in the system?

c. What is the average number of customers waiting in the queue?

d. What is the average time a customer waits in the queue?

e. What is the proportion of time the counter is idle?

(6 marks)

(Total Marks 14)

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