

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5406 - CUSTOMER RELATIONSHIP MANAGEMENT
CONTINUOUS ASSESSMENT TEST - 2024 / 2025
DURATION - TWO (02) HOURS



DATE: 28th AUGUST 2025

TIME: 01.30 P.M. - 03.30 P.M.

INSTRUCTIONS:

- This paper contains five (5) questions.
- Answer any four (4) questions only.
- Each question carries 25 marks.
- Answers must be clear, relevant, and well-structured.
- Write all answers in the answer booklet provided.

1. Define Customer Relationship Management (CRM) and describe its evolution from the 1950s to the present. Use appropriate examples from Sri Lanka to illustrate key developments in each stage.

(25 Marks)

2. Differentiate between "Strategic CRM" and "Functional CRM". In your answer, explain the main focus of each and provide at least two examples from Sri Lanka to demonstrate their application in practice.

(25 Marks)

3. *"The importance of CRM lies in its ability to build and maintain strong customer relationships."*

Critically evaluate this statement by explaining at least five key benefits of CRM for a business, using practical examples from any industry in Sri Lanka.

(25 Marks)

4. Discuss how businesses can utilize customer data within a CRM system to make informed decisions. Give examples of the types of customer data and how this data can be used in marketing, sales, or customer service in Sri Lanka.

(25 Marks)

5. Explain three ways in which CRM can be used to enhance customer experience in the digital era. Support your arguments with relevant examples from Sri Lanka.

(25 Marks)

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