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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B. Tech (CS+MS)   Semester – V

Subject (Course): Customer Relationship Management   Max. Marks : 100
Course Code: CSEG 365   Duration: 3 Hrs
No. of page/s: 2

Section – A

All questions are compulsory. Each question carries 5 marks

Q1. Explain the concept of cloud CRM?   [5]

Q2. Define CRM. Enumerate various applications of CRM in services marketing?   [5]

Q3. What are the services offered by airline CRM?   [5]

Q4. What are data marts? Explain with the help of proper example?   [5]

Section –B

All questions are compulsory. Each question carries 10 marks

Q5. Using below mentioned table, determine frequent- 1, frequent-2 and frequent -3 item set? Given the value of minimum support count is 60%.   [10]

Transaction ID	Items Bought
T1	{Mango, Onion, Nintendo, Key-chain, Eggs, Yo-yo}
T2	{Doll, Onion, Nintendo, Key-chain, Eggs, Yo-yo}
T3	{Mango, Apple, Key-chain, Eggs}
T4	{Mango, Umbrella, Corn, Key-chain, Yo-yo}
T5	{Corn, Onion, Onion, Key-chain, Ice-cream, Eggs}

Q6.i. Why pharma industries need CRM? How it help in generating revenue?   [5]

ii. Explain the architecture of data warehouse along with proper diagram?   [5]

Q7. What do you mean by CRM? How does CRM affect the sale? Name some of the CRM tool used in CIPLA industry?   [2+4+4]

Q8. "Use of CRM in pharma industry help improve the customer relations with the organization". Comment?   [10]

Section- C

All questions are compulsory. Each question carries 20 marks

Q9.i.Let suppose a Mobile Telephony industry grew enormously because the new users embraced mobile technology. The cost required new mobile phone was very high because carriers heavily subsidized handset and retailer costs to make it easier for new users to sign up for new service. As a result carriers face a pressing need to maximize their average return per user (ARPU) by retaining their best customers for as long as possible. This challenge is particularly acute in the face of showing growth due to market saturation and the impending expiration of many original customers' service plans. State at least four goals that the company must adopt so that it keeps old customers and adds the new customers. Give strategies to implement these goals.   [14]

ii. Explain the role of CRM in automobile industry?   [6]

<div align="center">OR</div>

ii. What is the significance of CRM in airline industries?   [6]

Q10. i. Suppose you receive a letter from JET AIRWAYS:
MR. Das,
        During past one year, you purchased and flew expanded JET service departing from MUMBAI Airport. We appreciate your business. To thank we would like to give you an opportunity to earn free travel and save on JET. Earn double miles and save 10% on Jet.
Yours Sincerely,
Mr. Bose,
Customer Relationship Manager,
JET Airways

State various features that have been taken into account for the Customer campaign?   [10]
ii. Explain various type of CRM along with proper example?   [10]

Roll No: ---------------------------

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Section – A

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Q1. What is the difference between ERP and CRM? How can they be integrated?   [5]

Q2. Define CRM. Enumerate various applications of CRM in services marketing?   [5]

Q3.Explain salesforce CRM?   [5]

Q4. What companies can benefit from CRM? Should company buy CRM solution or build a customized one?   [5]

Section –B

All questions are compulsory. Each question carries 10 marks

Q5. Using below mentioned table, determine frequent- 1, frequent-2 and frequent -3 item set? Given the value of minimum support count is 80%.   [10]

Transaction ID	Items Bought
T1	{Mango, Onion, Nintendo, Key-chain, Eggs, Yo-yo}
T2	{Doll, Onion, Nintendo, Key-chain, Eggs, Yo-yo}
T3	{Mango, Apple, Key-chain, Eggs}
T4	{Mango, Umbrella, Corn, Key-chain, Yo-yo}
T5	{Corn, Onion, Onion, Key-chain, Ice-cream, Eggs}

Q6.i. Why healthcare industries need CRM? How it help in generating revenue?   [5]

ii. Explain the term data mining and how it is different from data warehouse?   [5]

Q7. What do you mean by CRM? How does CRM affect the sale? Name some of the CRM tool used in pharma industry?   [2+4+4]

Q8. "Use of CRM in pharma industry help improve the customer relations with the organization". Comment?   [10]

Section- C

All questions are compulsory. Each question carries 20 marks

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Yours Sincerely,
Mr. Bose,
Customer Relationship Manager,
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State various features that have been taken into account for the Customer campaign?   [10]
ii. Define customer satisfaction? And discuss how companies attract new customer and retain them?   [10]