



<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, December 2024**

<b>Course: Customer Relationship Management</b> <b>Program: Integ. BBA- MBA/ BBA(Mktg.)</b> <b>Course Code: MKTG 3001</b>	<b>Semester: V</b> <b>Time : 03 hrs.</b> <b>Max. Marks: 100</b>
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**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Write short answers:	<b>2 Marks</b>	<b>CO1</b>
<b>i.</b>	Multi-channel management	<b>2 Marks</b>	<b>CO1</b>
<b>ii.</b>	Customer life cycle	<b>2 Marks</b>	<b>CO1</b>
<b>iii.</b>	KPI	<b>2 Marks</b>	<b>CO1</b>
<b>iv.</b>	Customer churn rate	<b>2 Marks</b>	<b>CO1</b>
<b>v.</b>	Segmentations & selections	<b>2 Marks</b>	<b>CO1</b>
<b>vi.</b>	Call center management	<b>2 Marks</b>	<b>CO1</b>
<b>vii.</b>	Individual value proposition	<b>2 Marks</b>	<b>CO1</b>
<b>viii.</b>	Example of offensive CRM strategy	<b>2 Marks</b>	<b>CO1</b>
<b>ix.</b>	Product leadership	<b>2 Marks</b>	<b>CO1</b>
<b>x.</b>	Data warehouse	<b>2 Marks</b>	<b>CO1</b>

**SECTION B**  
**4Qx5M= 20 Marks**

<b>Q.2</b>	Write short notes on: a) TPA b) CLV  <i>Or</i> PRM	<b>5 Marks</b>	<b>CO2</b>
<b>Q.3</b>	What should you know about a customer in order to be capable of and desirous of developing a long-term relationship with them?	<b>5 Marks</b>	<b>CO2</b>
<b>Q.4</b>	How are the activities of CRM similar or different when we compare it with the marketing activity of an organization?	<b>5 Marks</b>	<b>CO2</b>

<b>Q.5</b>	Why do 70 per cent of the CRM projects fail, according to companies' perceptions?	<b>5 Marks</b>	<b>CO2</b>
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
<b>Q.6</b>	Companies want to retain their customers and are ready to offer various promotions and benefits to their old customers. Is it feasible for companies to offer benefits to them? Discuss with examples.	<b>10 Marks</b>	<b>CO3</b>
<b>Q.7</b>	Are traditional marketing principles valid in the age of CRM? What are the fundamental differences between transaction-based marketing and relationship-based marketing? Support your answer with suitable examples.	<b>10 Marks</b>	<b>CO3</b>
<b>Q.8</b>	Most of the companies today outsource their sales and service activity to call centers. Does it enhance customer satisfaction? Is it a potent tool in the success of companies. Explain the same in context of Indian environment by relating it to a few day-to-day examples.  <i>Or</i> How can data mining be applied to extract marketing insights from social media? Explain with suitable examples.	<b>10 Marks</b>	<b>CO3</b>
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
	You are managing a subscription-based e-commerce company in the beauty industry. In recent months, customer churn has increased as competitors offer discounts and better value propositions. Your task is to build a customer loyalty program that not only retains customers but also encourages them to recommend your brand to others.		
<b>Q.9</b>	What key factors would you focus on to understand why customers are leaving? What customer data would you analyze to pinpoint the reasons for increased churn?	<b>15 Marks</b>	<b>CO4</b>
<b>Q.10</b>	Design a customer loyalty program that rewards long-term customers. What benefits or incentives would you offer to keep them subscribed?  <i>Or</i> How would you integrate customer knowledge into this loyalty program, ensuring that rewards are personalized based on customer behavior, preferences, or purchase history?	<b>15 Marks</b>	<b>CO4</b>