



Name:

Enrolment No:

UPES

End Semester Examination, Dec 2024

Course: Client Relationship Management

Program: INTEGRATED B.COM. -MBA(B&I)

Course Code: MKTG8014

Semester: VII

Time : 03 hrs.

Max. Marks: 100

Instructions: Attempt all sections.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Select the right options for the given questions. (All Questions are mandatory)		CO1
(i)	CRM technology can help in a) Designing direct marketing efforts b) Developing new pricing models c) Processing transactions faster d) All the above	2	CO1
(ii)	In buyer decision process, percentage of potential customers in a given target market is called a) Customer funnel b) Company funnel c) Marketing funnel d) Retailers funnel	2	CO1
(iii)	In _____ seller seeks to persuade the customer to buy additional product or service in order to increase sales. a) Customer management b) Up-selling c) Cross-Selling d) Direct selling	2	CO1
(iv)	In _____ seller seeks to persuade the customer to purchase additional product or /and more expensive products in order to make a larger total sale a) Customer-management b) Up-selling c) Cross-Selling d) Direct selling	2	CO1
(v)	_____ is all about attracting the right consumer getting them to buy,- buy often, buy in higher quantities and bring more customers to firm. a) customer value b) customer loyalty c) customer satisfaction	2	CO1

	d) customer relationship		
(vi)	Which of the following is a key skill for a customer care executive? a) Active listening b) Time management c) Technical knowledge d) All of the above	2	CO1
(vii)	Aggregate value of customer's base is classified as _____ a) marketers' base value b) retention value c) shareholder value d) base value	2	CO1
(viii)	All costs customer expects to incur to buy any market offering is called _____ a) total functional cost b) total economic cost c) total functional cost d) total customer cost	2	CO1
(ix)	_____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis. a) data survey b) data mining c) CRM d) All above	2	CO1
(x)	A consumer buying behavior is influenced by _____ a) personal factors b) cultural and social factors c) All above d) None of Above	2	CO1

SECTION B
4Qx5M= 20 Marks

Q.2.	What do you mean by e-CRM practices?	5	CO1
Q.3.	Illustrate the relationship pyramid with suitable example.	5	CO2
Q.4.	Differentiate between Operational CRM & Analytical CRM.	5	CO3
Q.5.	How does CRM support customer segmentation for targeted marketing?	5	CO4

SECTION-C
3Qx10M=30 Marks

Q.6.	What is Customer Knowledge? Explain the value of Customer Knowledge.	10	CO2
Q.7.	"Implementation is as important as planning". Elaborate steps to implement CRM.	10	CO3
Q.8.	What are the biggest challenges to customer relationship management in the present scenario?	10	CO4

OR

	Explain the role of CRM manager in planning and executing an effective CRM.		
SECTION-D 2Qx15M= 30 Marks			
Q.9.	<p style="text-align: center;">BNP Paribas Fortis</p> <p>In October 2015, three senior managers at BNP Paribas Fortis, the leader in retail banking in Belgium and a subsidiary of BNP Paribas, were discussing how to take the bank’s latest service “James” to the next level and grow its customer base fivefold by the end of 2016. Launched in 2009, James was an investment portfolio advice service that substituted web conferencing technology for face-to-face interactions between advisors and customers. The use of technology to build strong customer relationships from a distance has proven beneficial for both the customers and the bank. Now the BNP Paribas Fortis managers had to decide how to James’ customer base and outpace competition and organize growth.</p> <p>Explain a CRM strategy that BNP Paribas can implement.</p>	15	CO3
Q.10.	<p>Explain the importance of need specification and partner selection for implementation of 'JAMES'</p> <p style="text-align: center;">OR</p> <p>Discuss possible challenges that the company may face around this.</p>	15	CO4