UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Customer Relationship Management in Banking and Insurance **Semester: VI**
Program: B.Com (Hons) with Banking, management and Insurance **Time : 03 hrs.**
Course Code: MKTG 3014 **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S.No	Question	CO
Q 1.	Process of manage information about customers to maximize loyalty is said to be a) company relationship management b) supplier management c) retailers management d) customer relationship management	CO1
Q 2.	Any occasion on which brand or product is encountered by end customers is called a) customer touch point b) company touch point c) retailers touch point d) relationship touch point	CO1
Q 3.	Number of customers or potential customers who will help in company's growth is classified as a) customer base b) retailer base c) distributors base d) marketers base	CO1
Q 4.	System includes all experiences while using market offering is classified as a) customer proposition b) value delivery system c) product proposition d) distinctive proposition	CO1
Q 5.	Perceived monetary value of all benefits which customers expect from a given product because of brand image is called a) total customer benefit b) total customer cost c) total economic cost d) total functional cost	CO1
Q 6.	In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences. a) Web services b) customer-facing	CO1

	C) client/server d) customer valuation e) personalization	
Q 7.	Programs designed for customers which is limited to any affinity group are classified as a) club membership programs b) royalty programs c) loyalty programs d) group membership programs	CO1
Q 8.	Whole cluster of benefits when company promises to deliver through its market offering is called a) value proposition b) customer proposition c) product proposition d) brand proposition	CO1
Q 9.	Record which is based on business customers past purchases, sales price and volumes is classified as a) business database b) customer database c) databases marketing d) company marketing	CO1
Q 10.	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	CO1
	SECTION B **4Qx5M= 20 Marks**	
Q11.	Name five measures that you could take to improve the quality of telephone contact.	CO2
Q12.	What type of possible relationship exists between the quality of the customer database and the existence of a low point in the relationship during the growth phase?	CO2
Q13.	Why is it so important for the first requirement in designing the relationship policy to be the improvement of the size and quality of the customer database? Explain your answer.	CO2
Q14.	Think of three recommendations designed to improve the security of your critical business systems in a multichannel environment.	CO2
	SECTION-C **3Qx10M=30 Marks**	
Q15.	How can we deal with uncertainty about the future in our CRM strategy and roadmap.	CO3
Q16	Why do so many CRM projects fail? Name ten reasons and explain your answer.	CO3
Q17.	In viral marketing campaigns organisations can use films that will be edited by	CO3

	customers. They can give the video their own 'look and feel'. What is an advantage and what is a disadvantage of consumers editing the original film? OR Many companies develop channels in isolation. They set them apart from all other channels. The internet is very often a separate department. What might be the reasons that companies do this? Name at least four and give reasons.	
	SECTION-D **2Qx15M=30 Marks**	
Q18.	Obtaining a long-term commitment from top management for CRM projects is vital. Formulate the so-called 'elevator pitch' for a company of your choice. (This is the situation in which you are standing next to the CEO in the lift and have one minute to make your case for the topic and see that it gets put on the agenda.)	CO4
Q19.	People might express themselves more extremely on the web, in a positive or a negative way. What advice would you give organisations on the way they should deal with critics? Give four tips and provide reasons.	CO4