

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: Customer Relationship Management

Programme: MBA (General - Marketing)

Time: 03 hrs.

Instructions:

CC: MKTG 8002

Semester: III

Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1	Attempt all parts. All parts carry equal marks.	[20]	
i.	IDIC stands for: (a) Interact, Develop, Involve, Communicate (b) Identify, Develop, Interact, Customize (c) Identify, Differentiate, Interact, Customize (d) Interact, Differentiate, Involve, Customize	[2]	CO1
ii.	_____ are those who show high degree of attachment and low frequency of purchase. (a) Latent Loyal (b) High Loyal (c) Spurious Loyal (d) Low Loyal	[2]	CO1
iii.	Service Marketing, Interactive Network, Customer relationship economics and relationship marketing are the elements of which school of thoughts of CRM: (a) Anglo-Australian Approach (c) Nordic Approach (b) North American Approach (d) European Approach	[2]	CO1
iv.	The term 'internal marketing' is related to _____. (a) Partners (c) Employees (b) Suppliers (d) Customers who help in Co-Creation	[2]	CO1
v.	_____ is a prediction of the net profit attributed to the future relationship with a customer. (a) Customer Value (c) Customer Profitability (b) Customer Churn (d) Customer Lifetime Value	[2]	CO1
vi.	The purpose of _____ is to determine what products customers purchase together. (a) Prediction Analysis (c) Market Basket Analysis (b) Sequential Purchase (d) Product Bundling	[2]	CO1

vii.	_____ is the practice of product or service development that is collaboratively executed by developers and stakeholders together. (a) Co-creation (c) Collective Integration (b) Brand Communities (d) Mutual Relationship	[2]	CO1
viii.	_____ customers demand a lot of attention for very little spending. (a) Platinum (b) Gold (c) Silver (d) Lead	[2]	CO1
ix.	_____ bond is difficult to build and difficult to break. (a) Social (b) Customization (c) Financial (d) Structural	[2]	CO1
x.	_____ is the CRM software of Microsoft. (a) Salesforce (b) Siebel (c) Dynamics (d) E-Business Suite	[2]	CO1


SECTION B

	Attempt any <u>FOUR</u> questions.	[20]	
Q 2	Differentiate between strategic, operational, analytical and collaborative CRM.	[5]	CO2
Q 3	What are the benefits to a customer in remaining loyal to an organization or brand over time?	[5]	CO3
Q 4	Explain the concept of 'Pyramid of Relationship' using appropriate example.	[5]	CO2
Q 5	"Employees are the key differentiators in services organizations". Justify with example.	[5]	CO3
Q 6	"Privacy is the fundamental right of the Individual". With reference to this verdict of the Supreme Court, explain the implication of this on CRM practices.	[5]	CO3
Q 7	Analyze the concepts of up selling and cross selling.	[5]	CO2

SECTION-C

	Attempt any <u>THREE</u> questions.	[30]	
Q 8	Why should marketers consider segmentation as an important marketing decision? Critically evaluate the market segments for Pantaloons, Planet Fashion and The Collective brands of Aditya Birla Apparel fashion. What are the value propositions of each of these brands for different market segments?	[10]	CO3

Q 9	<p>State the various strategies that can be used by marketers in: (Choose any Industry)</p> <p>(a) Retaining the Platinum customers</p> <p>(b) Converting Gold customers into Platinum</p> <p>(c) Converting Silver and Lead customers into Gold customers</p>	[10]	CO4
Q 10	<p>What are the potential risks of targeting new customers with generous promotional offers? How might an E-commerce organization mitigate these risks?</p>	[10]	CO4
Q 11	<p>As a responsible marketing head of an airline firm, do you think there is an advantage in competing on personal service rather than price? Also, how can you personalize your services to improve customer service and achieve the highest levels of customer loyalty?</p>	[10]	CO4
SECTION-D			
	Attempt all questions.	[30]	
Q 12	<p>The traditional shopkeeper who still maintains personal contact with his customers is considered to have more (implicit) knowledge of his customers than the CRM manager with his expensive software and database at his disposal.</p> <p>(a) Do you agree with this statement? Substantiate your answer.</p> <p>(b) In what areas does the (implicit) customer knowledge fall short? Give an explanation.</p> <p>(c) Why is it that the CRM manager appears to lag behind the classic shopkeepers?</p>	[15]	CO4
Q 13	<p>KK Sweets is one of the famous sweet shops of Dehradun, operating since 1951. KK sweets has been synonymous to excellent quality sweets in Dehradun and suburbs. Recently, KK Sweets is concerned due to declining market share and low sales. KK sweets is facing tough competition from well-established chain players such as Nathu Sweets, Gulab Sweets, Bikanerwala. Besides this, some locally grown players are also doing well in their native areas and offering good quality products to customers at almost similar prices. Customers are also preferring packaged sweets like Haldiram's, Bikano and similar others. In this alarming situation, KK Sweets is looking for some concrete marketing plan for defending the market share and retaining existing customers. Suggest some marketing strategies (related to 4Ps, social media, Customer relationship management) for KK Sweets for handling these issues.</p>	[15]	CO5

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SECTION A

S. No.		Marks	CO
Q 1	Attempt all parts. All parts carry equal marks.	[20]	
i.	_____ focuses on the intelligent mining of the customer data and using it strategically or tactically for future strategies. a) Strategic CRM c) Operational CRM b) Analytical CRM d) Collaborative CRM	[2]	CO1
ii.	_____ customers demand a lot of attention for very little spending. a) Platinum b) Gold c) Silver d) Lead	[2]	CO1
iii.	The segmentation of market based on the Lifestyle of the customer is: a) Behavioral b) Geographical c) Psychographic d) Demographic	[2]	CO1
iv.	In RFM analysis, RFM stands for: a) Recently, Frequently, Multiplicity c) Recently, Frequently, Monetary b) Recent, Frequency, Multiplicity d) Recency, Frequency & Monetary	[2]	CO1
v.	Studies have shown that only _____ of a company's customers contribute to profits. The remaining _____ generate losses. a) 80%, 20% b) 20%, 80% c) 1/3, 2/3 d) 2/3, 1/3	[2]	CO1
vi.	_____ is the CRM software of Microsoft. a) Salesforce b) Siebel c) Dynamics d) E-Business Suite	[2]	CO1
vii.	_____ are those who show low degree of attachment and high frequency of purchase. a) Latent Loyal b) High Loyal c) Spurious Loyal d) Low Loyal	[2]	CO1

viii.	_____ is the practice of product or service development that is collaboratively executed by developers and stakeholders together. a) Co-creation b) Collective Integration c) Brand Communities d) Mutual Relationship	[2]	CO1
ix.	_____ is the weakest bond. a) Structural b) Social c) Financial d) Customization	[2]	CO1
x.	_____ is the process of analyzing data from different perspectives and summarizing it into useful information. a) Data Warehouse c) Predictive Modeling b) Data Transformation d) Data Mining	[2]	CO1
SECTION B			
	Attempt any <u>FOUR</u> questions.	[20]	
Q 2	Differentiate between strategic, operational, analytical and collaborative CRM.	[5]	CO1
Q 3	Analyze the concepts of up selling and cross selling. Give suitable examples.	[5]	CO2
Q 4	“CRM is not all about loyalty schemes.” Comment.	[5]	CO2
Q 5	Discuss Financial, Social and Customization bond and their relevance in CRM.	[5]	CO3
Q 6	Explain the implications of RFM analysis.	[5]	CO2
Q 7	How would you design retention strategy for OLA operating in competitive organized and unorganized car rental market?	[5]	CO3
SECTION-C			
	Attempt any <u>THREE</u> questions.	[30]	
Q 8	As a responsible marketing head of a hotel unit, do you think there is an advantage in competing on personal service rather than price? Also, how can you personalize your services to improve customer service and achieve the highest levels of customer loyalty?	[10]	CO4

Q 9	“Employees satisfaction leads to customer satisfaction”. Comment and analyze the practices that can be adopted by the service organizations to keep employees motivated towards implementation of the CRM program.	[10]	CO3
Q 10	As the store manager of an organized retail outlet, you found one of the most valued customers was supplied products with expiry date. Next time, he was billed wrongly. With this state of service, he warned to leave your store and publish his grievances in the local newspaper and social media. What would be your course of action?	[10]	CO5
Q 11	‘Data Protection laws will limit the extent that organizations will be able to pursue CRM activities.’ Justify with appropriate examples.	[10]	CO3
SECTION-D			
	Attempt all questions.		
Q 12	One of the leading banks has set up a call centre to respond to the service calls of its customers. Its hope was that the customer satisfaction will increase, however, a recent survey showed a decline in customer satisfaction. The call centre personnel were found to be rude, non-responsive and ones who did not understand the product and the customers. What advise will you give to the bank to enhance its customer service.	[15]	CO4
Q 13	<p>Mother Dairy is a strong and dominant player in packaged milk and milk products in northern India, particularly Delhi. Recently it decided to expand its operations to other states. It faces competition in all these cities including Delhi. This competition is largely from a number of unorganized dairies. The few organized firms are Amul, Neslte etc. The unorganized sector’s milkman delivers fresh milk at the door-steps of the customers. His value proposition is freshness and directly from the source. Mother Dairy’s proposition, on the other hand, is that it offers fresh milk which is pasteurised, hygienic whose composition is different, depending on the fat content. Design a campaign for Mother Dairy covering the following areas:</p> <p>(a) Identify & attract target customers. (b) Differentiate Mother Dairy from other players. (c) Usage of various channels to reach customers especially digital media. (d) Create loyalty among existing and potential customers.</p>	[15]	CO5