

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: CUSTOMER RELATIONSHIP MANAGEMENT (BBCM154)

Semester: V

Programme: BBA- DIGITAL MARKETING

Time: 03 HRS.

Max. Marks: 100

Instructions: This question paper consists of four sections viz. A, B, C and D respectively. Section A & D is compulsory. Attempt **any four** questions from section B and **any three** questions from section C. **Be precise in answering the questions and adhere to the time limit.**

SECTION A (2*10=20MARKS)

S. No.	Define the following	Marks	CO
Q 1	Customer Relationship Management	2	1
Q2	Problem Formulation.	2	1
Q3	Customer Retention	2	1
Q4	CRM Data Quality	2	1
Q5	Contact Centre	2	1
Q6	On screen Dialing	2	1
Q7	Call Based Data Selection	2	1
Q8	Customer Sovereignty	2	1
Q9	Permission Marketing	2	1
Q10	Customer Intimacy	2	1

SECTION B (5*4=20MARKS)

S.No.	ANSWER THE FOLLOWING QUESTIONS BRIEFLY	Marks	CO
Q1	Differentiate between front office and back office system in the contact centre.	5	1
Q2.	How power dialing and predictive dialing helps in improving the effectiveness of the contact centre. Support your answer with valid justification from an online marketing firm	5	2
Q3	“Well begun is half done”- How far do you agree with this statement as far as problem formulation is concerned in CRM data analysis?	5	2
Q4	Do you think that KYC and RTN are playing a vital role in developing cordial customer relationships? Support your answer with the help of suitable examples from an online marketing firm.	5	2 & 3
Q5	“Initial satisfaction occurs in the exploratory stage of relationship lifecycle”. DO you agree with the above statement? Give reasons to support your answers.	5	1 & 2

SECTION-C (10*3=30MARKS)

S.No.	ANSWER THE FOLLOWING QUESTIONS IN DETAIL	Marks	CO
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Q1	Analyze the various data quality point of view in CRM. How they are helpful in developing efficient customer profiles for a digital marketing firm.	10	2 & 3
Q2	Explain in detail the different kinds of campaigns in CRM campaign management system. Analyze the functionality of campaign management systems with special reference to a digital marketing firm.	10	2 & 3
Q3	Elucidate the various stages involved in Data Analysis Process with suitable examples. Also analyze the benefits and detriments of case based reasoning.	10	2 & 3
Q4	Explain in detail the various CRM value Disciplines given by Treacy & Wiersema. Think of an innovative digital marketing firm and elaborate which value discipline is suitable for it with valid justifications.	10	1 & 3

SECTION-D (15*2=30MARKS)

S.No.	Read the following case and the questions that follow	Marks	CO
	<p align="center"><i>Case study – Dell Starts Listening</i></p> <p>Dell Computer has always been America's darling with its high-quality equipment, direct distribution model, and great customer service. Yet, in June 2005, Dell was brought to its knees by a single blogger-Jeff Jarvis of BuzzMachine.com:</p> <p>"I just got a new Dell laptop and paid a fortune for the four-year, in-home service The machine is a lemon and the service is a lie ...DELL SUCKS. DELL LIES. Put that in your Google and smoke it, Dell."</p> <p>This post brought a hailstorm of similar customer service complaints that lasted for nearly 2 years, and this issue has come to be known as "Dell's Hell." What happened?</p> <p>Wanting to pare costs, Dell followed a current trend and outsourced its technical customer service to a firm in India in the early 2000s. Things looked great as costs dropped and market share increased to 28.8 percent the following year (2004), according to the global market intelligence firm IDC. However, complaints about the customer service also increased: Better Business Bureau complaints rose by 23 percent and Dell's customer satisfaction declined by 6.3 percent, according to a University of Michigan survey. A 2005 Google search for "Dell customer service problems" returned nearly 3 million links. Clearly, the outsourcing strategy was not having the desired effect.</p> <p>Like many companies, Dell decided to sit tight for a year and wait for the online complaint storm to pass. When it did not stop, Dell appointed a digital media manager to "deal" with the internet chatter. Lionel Menchaca initiated several Dell blogs in multiple languages as mechanisms for handling customer complaints and ideas, and to</p>		

	<p>have conversations with stakeholders about the problems and Dell's actions to fix them. IdeaStorm.com is a notable blog and social medium where users post ideas and vote on them, with the best percolating to the top. Dell responds to the ideas, makes changes in the company, and reports on the progress. In the first 3 months, IdeaStorm gathered 5,000 ideas, over 20,000 comments, and more than 350,000 idea endorsements. These resulted in over 20 changes in the company.</p>		
Q1	<p>Identify several ways that Dell could engage customers in a positive way, using techniques of earned media management.</p>	15	2 & 3
Q2	<p>What might Dell have done to manage its online reputation better? Acting as Dell's consultant, give the company advice that would keep it out of this kind of trouble in the future.</p>	15	3 & 4