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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN
End Semester Examination – December, 2017

Program: B. Tech. CSE in ECRA
Course: CRM LOYALTY
Code : BBCM 160
No. of page/s: 3

Semester – VII
Max. Marks : 100
Duration : 3 Hrs.

Section A (20 Marks)

(2x10=20)

Q1. Answer all Questions :(5 x 2=10)

- a) What do you understand by the term “Relationship Strategy”?
- b) What are the main functions of the back office?
- c) Enumerate the standard processes suggested to complement the CRM systems.
- d) Enumerate the CRM processes in Service organisations.
- e) Enumerate the different front office CRM systems.

Q2. True or False: (5x2= 10)

- a) Intrinsic Quality does not matter in managing and measure data quality.
- b) Accessibility is one of the quality parameters in a database.
- c) The quality of data is recognised by the customer if he / she is able to address the relationship appropriately.
- d) The completeness of data concerns the availability of a value and the completeness thereof.
- e) Non profitable customers need to be discouraged to make purchases.

Section-B (40 Marks)

(5x8=40)

Answer all the questions

Q.3 Enumerate the differences between open customers and conservative customers (8)

Q 4. What are the different approaches for supplying customization? Explain any 1 approach. (6+2)

Q.5 What do you understand by lifetime value of a customer? Why are acquisition costs higher for larger customers? (5+3)

Q6a What do you understand by Sales Force Automation? What are the key technological elements of Sales Force Automation? (4+4)

Or

Q 6b How does Sales force automation change Sales performance? (8)

Q 7. What are the processes involved in CRM implementation? Enumerate the steps for the design process. (5+3)

Section-C (40 Marks)

(2x20=40)

Q.8 Enumerate your learnings from the extract below.

Quote from the extract while making your observations.

STRATEGIC CRM AT HONDA AUSTRALIA

Honda manufactures and markets a successful range of motorcycles, power equipment and marine products.

The Honda brand has a reputation for quality, technology and performance.

Honda Australia recognized that while it was diligently pursuing individual relationships with partners, dealers and customers, each was closed off from the others.

This meant that customer data being trapped in pockets within the organisation and not available to potential users.

Honda realized that consolidating and freeing up the flow of data could have a huge impact on the effectiveness and efficiency of the business.

Honda developed a strategy themed 'customers for Life', based on the integration and the whole of customer view.

Honda found customer related data in several spreadsheets and databases across the business. These were integrated into a single CRM platform, supplied by salesforce.com and hosted in the cloud.

This was enriched with customer information from Honda Australia Rider Training (HART), Automobile Association memberships and several other sources to create a single comprehensive data source and reporting system.

Honda then removed responsibility for managing customer relationships from individual departments and moved them to the CRM unit.

An integrated view of the customer has allowed Honda to stop different operating units from bombarding customers with multiple communications.

Instead Honda now consolidates outbound customer contact into a meaningful and relevant communications, and accurately measures the communications effectiveness.

Honda has built workflows into customer touch points, for example, customer satisfaction surveys, guaranteeing follow up for negative comments.

The immediate effect was a reduction in the complaint resolution time from months to minutes.

Honda has moved closer to being a unified brand that really knows and understands its customers.

Q9 a. Based upon the customer's use of channels enumerate the 8 types of customers. What are the differences between 'open customers' and 'conservative customers'? (10 +10)

OR

Q9 b What do you understand by 'interweaving of channels'? Give examples of multichannel integrations & explain any 1 type of integration. (8 +12).

QP -2

Name of Examination (Please tick, symbol is given)	:	MID		END	✓	SUPPLE	
Name of the College (Please tick, symbol is given)	:	COES	✓	CMES		COLS	
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Semester	:	VII					
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Mobile & Extension	:	8126069435					
Note: Please mention additional Stationery to be provided, during examination such as Table/Graph Sheet etc. else mention "NOT APPLICABLE":							
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Section A (20 Marks)

(2x10=20)

Q1. Answer all Questions :(5 x 2=10 marks)

1. What do you understand by 'the culture of the organisation' in the relationship context?
2. What are the wastes resulting from poor data quality?
3. What is the communication continuum?
4. What do you understand by the individualization of the product offering?
5. What are the factors to be considered for expanding the size of the database?

Q2. True or False: (5x2= 10)

1. Customer data exchange occurs during every phase of the value chain.
2. Updating of data should be scheduled and under supervision.
3. Employees should be permitted to make changes in the data at will.
4. Customer knowledge relies upon the quality of customer data.
5. Data quality has 5 viewpoints for its definition.

Section-B (40 Marks)

Answer All the questions (5x8=40)

Q3. What do you understand by data maintenance?

What are the consequences of redundant data? (8)

Q4. What do you understand by Data Mining?

How is it advantageous to the organisation? (4+4)

Or

What do you understand about Cross-selling?

When is it the best time to cross - sell to a customer? Explain. (4 +4)



Q5. How may traffic to a website be generated? What is offline traffic building? (5 +3)

Q6. How are human resources critical for the Call Center? Do they affect service levels? (4+4)

Q7. What is a balanced scorecard in the context of lifetime value? (8)

Section-C (40 Marks)

(2x20=40)

Q.8 What are the factors you would consider while choosing an appropriate CRM package?
What are CRM 'On demand 'and CRM 'On site'? (15 +5)

Or

What are the factors that you will consider in choosing the right CRM package vendor?
Give examples (20)

Q 9 Read the passage carefully and explain the impact of customer service on consumers.
What did Jet Blue do to make it stand out as a first choice amongst passengers?

CUSTOMER SERVICE AT JETBLUE

JetBlue is a successful low cost carrier known not only for its low prices but for friendly and helpful customer service.

They have won several JD Power customer service awards.

It created its first twitter account in 2007.

Initially like all other new technology users, the company felt that Twitter would be a sales promotion channel.

Indeed, JetBlue has been an innovative in building its following and promoting ticket sales over the new channel.

As its competence grew, JetBlue was able to use Twitter for a real time customer service.

An anecdote is that a customer tweeted that he had left his sunglasses at one of the stages before boarding.

The head office team monitoring the Twitter feed was able for them to be found and returned to the passenger before boarding the aircraft.

Customer frustrations, experiences and pleasant surprises are easier to capture the moment they are experienced.

JetBlue's active engagement with the customer over twitter improves its ability to feel the experience as a customer does and make necessary improvements quickly.
