

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Customer Relationship Management**

**Program: BBA**

**Course code: MKTG 3001**

**Instructions: Attempt all sections**

**Semester: IV**

**Time: 03 Hours**

**Max. Marks: 100**

**SECTION A  
(2x10=20 Marks)**

Attempt all questions.

**Marks**

**CO**

Q 1

a.) Which of the following is NOT a research approach?

- i) Observation research
- ii) Behavioral research
- iii) Experimental research
- iv) Relationship research

b.) Which of the following is NOT a theoretical perspective for relationship?

- i) Social penetration theory
- ii) Social exchange theory
- iii) Equity theory
- iv) Cognitive theory

c.) Which of the following is NOT a part of attraction theory?

- i) Attractiveness
- ii) Proximity
- iii) Reinforcement
- iv) Differentiation
- iv) All of the above

d.) Factors affecting management research are \_\_\_\_\_

e.) Customers tell eight friends about satisfying experience and 20 friends for negative experience. (TRUE/FALSE)

f.) Tachistoscope is \_\_\_\_\_

g.) Customer dissonance means \_\_\_\_\_

h.) Eighty per cent of successful new product and service ideas come from existing customers. (TRUE/FALSE)

i) Cross selling means \_\_\_\_\_

**20**

**CO1**

	j) Customer value is _____		
<b>SECTION B</b> (4x5=20 Marks)			
<b>Attempt all questions.</b>			
Q1.	Write short notes on: i) Mystery shopping ii) Lost customer analysis	5	CO2
Q2.	Explain customer loyalty ladder with examples.	5	CO2
Q3.	Explain CRM implementation model with the help of a diagram	5	CO2
Q4.	Companies intend to build relationship and bonding with the customers but do the customers benefit from the loyalty programs? Explain with examples.	5	CO2
<b>SECTION-C</b> (2x15=30 Marks)			
<b>Attempt any two questions.</b>			
Q1.	With reference to the case, ' <i>Short life span of online leads</i> ' analyze the changing paradigms of customer relationship management.	15	CO3,4
Q2.	With close reference to the case, <i>Mahindra Reva Tap Intl markets to Charge Up Sales</i> ' discuss reasons for low sales of Reva in the Indian market. What strategies do you recommend for Mahindra to charge Up Reva sales in India?	15	CO3,4
Q3.	Discuss the customer loyalty programs in the automotive sector in India with examples.	15	CO3,4
<b>SECTION-D</b> (30 Marks)			
	<p><b>Hybrid Toyota Etios in India</b></p> <p>Toyota Motor Corporation is considering offering the hybrid option on the Etios model in India. A hybrid car has two sources of power — one from a petrol/diesel engine and the other from a powerful battery. The Etios, which is present in India in its conventional sedan and hatchback avatars, may undergo the hybrid transmutation.</p> <p><b>Fun driving</b></p> <p>The Etios hybrid will be directed at the new generation of upwardly mobile, prosperous and educated middle-class that is alive to environmental concerns. Over the years, as the market matures, the model, experts predict, is bound to race ahead of the pack in India. Company officials declined to comment on the expected time of launch or the broad pricing details.</p> <p>Way back in 1993, Toyota, now the World's No. 1 hybrid car maker, turned out such vehicles with the twin objectives of achieving high standards of fuel economy and controlling emissions. "At Toyota, where we have so far produced 5 million hybrid vehicles, we strongly believe that we should do justice to both areas," Satoshi Ogiso, Managing Officer, Toyota Motor Corporation, told a group of visiting journalists from various Asian countries recently at Toyota City. (Located on the main island of</p>	30	CO4

	<p>Honshu, Koromo City became globally famous after Toyota located there and the city was given the eponymous name in 1959.)</p> <p>While the acutely environment-conscious may prefer electric cars, hybrid vehicles offer other advantages, such as not needing charging outlets or a long charging time, no range limitations and, above all, an internal combustion engine back-up.</p> <p>In 2008, Honda tried unsuccessfully to market hybrids in India, by bringing in the Honda Civic hybrid. Perhaps, it was a little too early. In the absence of tax incentives and the general lack of awareness of the relative merits of such vehicles, only 300 units of the car were imported.</p> <p>Fortunately for Toyota, the timing appears more apt now, at least in Japan. With people becoming more green and fuel-economy conscious, aided by generous tax incentives, Toyota sold in 2012 over one million hybrids compared with 1.5 million units sold from the time these vehicles were launched in 1997, till 2008. Toyota, in its own words, is all set to enter a new phase in hybrid history — “real popularisation”.</p> <p>In the case of India, Toyota is encouraged by the National Electric Mobility Master Plan 2020, which includes the promise of a stable regime of incentives to achieve a target of 1.7 million units (19 per cent of total output) of different variants of hybrids and electric four-wheelers by 2020.</p> <p><b>Lighter option</b></p> <p>Crucial to hybrids is the powertrain, of which the battery is key. Toyota has in-house facilities to produce Ni-metal hydride batteries. But, now, the company has intensified efforts to introduce lithium ion batteries that are lighter and take less time to charge. “In 2011, some of the hybrid vehicles and the Prius plug-in started to adopt lithium ion battery. Safety is critical, and should not be compromised to reduce cost,” said Ogiso. On the prospects for the Etios hybrid in India, Kouji Toyoshima, Chief Engineer, TMC, said: “If it happens, it could be a smart solution for Indians, who are smart.”</p>		
Q1.	With reference to the above text design a Customer relationship management strategy for Toyota and apply the various components of customer loyalty ladder for the company.	30	

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**Instructions: Attempt all sections**

**SECTION A**  
**(2x10=20 Marks)**

	<i>Attempt all questions.</i>	<b>Marks</b>	<b>CO</b>
Q 1	<p>a.) Which of the following is NOT an option in the customer matrix analysis?</p> <p>i) New solution required  ii) Top strategic customer  iii) Budget reduction required  iv) All of the above are correct options</p> <p>b.) Which of the following is NOT a theoretical perspective for relationship?</p> <p>i) Social penetration theory  ii) Social exchange theory  iii) Equity theory  iv) Cognitive theory</p> <p>c.) Which of the following is NOT a part of attraction theory?</p> <p>i) Attractiveness  ii) Proximity  iii) Reinforcement  iv) Differentiation  iv) All of the above</p> <p>d.) Equity theory states _____</p> <p>e.) It is easier to influence existing customers to buy 10% more than increase the customer base by 10% (TRUE/FALSE)</p> <p>f.) Close ended question means _____</p> <p>g.) Customer dissonance means _____</p> <p>h.) Eighty per cent of successful new product and service ideas come from existing customers. (TRUE/FALSE)</p> <p>i) Up-selling means _____</p>	<b>20</b>	<b>CO1</b>

	j) Customer satisfaction is defined as _____		
<b>SECTION B</b> (4x5=20 Marks)			
<b>Attempt all questions.</b>			
Q1.	Write short notes on: i) Complaint suggestion system ii) Customer satisfaction surveys	<b>5</b>	<b>CO2</b>
Q2.	Explain the significance of customer loyalty ladder to CRM.	<b>5</b>	<b>CO2</b>
Q3.	Discuss how measure customer loyalty and satisfaction can be measure through mystery shopping.	<b>5</b>	<b>CO2</b>
Q4.	Companies intend to build relationship and bonding with the customers but do the customers benefit from the loyalty programs? Explain with examples.	<b>5</b>	<b>CO2</b>
<b>SECTION-C</b> (2x15=30 Marks)			
<b>Attempt both questions.</b>			
Q1.	With reference to the case, 'Branding in Digital age analyze the changing paradigms of customer relationship management on digital platform.	<b>15</b>	<b>CO3,4</b>
Q2.	With close reference to the case, <i>Mahindra Reva Tap Intl markets to Charge Up Sales'</i> discuss reasons for low sales of Reva in the Indian market. What strategies do you recommend for Mahindra to charge Up Reva sales in India?	<b>15</b>	<b>CO3,4</b>
<b>SECTION-D</b> (30 Marks)			
	<p><b>Hybrid Toyota Etios in India</b></p> <p>Toyota Motor Corporation is considering offering the hybrid option on the Etios model in India. A hybrid car has two sources of power — one from a petrol/diesel engine and the other from a powerful battery. The Etios, which is present in India in its conventional sedan and hatchback avatars, may undergo the hybrid transmutation.</p> <p><b>Fun driving</b></p> <p>The Etios hybrid will be directed at the new generation of upwardly mobile, prosperous and educated middle-class that is alive to environmental concerns. Over the years, as the market matures, the model, experts predict, is bound to race ahead of the pack in India. Company officials declined to comment on the expected time of launch or the broad pricing details.</p> <p>Way back in 1993, Toyota, now the World's No. 1 hybrid car maker, turned out such vehicles with the twin objectives of achieving high standards of fuel economy and controlling emissions. "At Toyota, where we have so far produced 5 million hybrid vehicles, we strongly believe that we should do justice to both areas," Satoshi Ogiso, Managing Officer, Toyota Motor Corporation, told a group of visiting journalists from various Asian countries recently at Toyota City. (Located on the main island of Honshu, Koromo City became globally famous after Toyota located there and the city was given the eponymous name in 1959.)</p>	<b>30</b>	<b>CO4</b>

	<p>While the acutely environment-conscious may prefer electric cars, hybrid vehicles offer other advantages, such as not needing charging outlets or a long charging time, no range limitations and, above all, an internal combustion engine back-up.</p> <p>In 2008, Honda tried unsuccessfully to market hybrids in India, by bringing in the Honda Civic hybrid. Perhaps, it was a little too early. In the absence of tax incentives and the general lack of awareness of the relative merits of such vehicles, only 300 units of the car were imported.</p> <p>Fortunately for Toyota, the timing appears more apt now, at least in Japan. With people becoming more green and fuel-economy conscious, aided by generous tax incentives, Toyota sold in 2012 over one million hybrids compared with 1.5 million units sold from the time these vehicles were launched in 1997, till 2008. Toyota, in its own words, is all set to enter a new phase in hybrid history — “real popularisation”.</p> <p>In the case of India, Toyota is encouraged by the National Electric Mobility Master Plan 2020, which includes the promise of a stable regime of incentives to achieve a target of 1.7 million units (19 per cent of total output) of different variants of hybrids and electric four-wheelers by 2020.</p> <p><b>Lighter option</b></p> <p>Crucial to hybrids is the powertrain, of which the battery is key. Toyota has in-house facilities to produce Ni-metal hydride batteries. But, now, the company has intensified efforts to introduce lithium ion batteries that are lighter and take less time to charge. “In 2011, some of the hybrid vehicles and the Prius plug-in started to adopt lithium ion battery. Safety is critical, and should not be compromised to reduce cost,” said Ogiso. On the prospects for the Etios hybrid in India, Kouji Toyoshima, Chief Engineer, TMC, said: “If it happens, it could be a smart solution for Indians, who are smart.”</p>		
Q1.	With reference to the above text analyze how innovative products can induce customer satisfaction and loyalty for an Automobile firm. Support your answer with examples from outside the text.	<b>30</b>	