UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – December, 2020

Program: MBA –Core [Spl in Mkt]   **Semester:III**
Subject/Course: CRM   **Max. Marks: 100**
Course Code: MKTG 8002   **Duration: 3 Hours**

IMPORTANT INSTRUCTIONS

1. *The student must **write his/her name and enrolment no**. in the space designated above.*
2. *Section A:* **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. *Section C & D:* **Scan and Upload** question type. students are expected to write on a **plain white A4 answer** sheets and upload the snapshot of the answer
4. *STUDENTS ARE REQUIRED TO MENTION THEIR* **NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. *Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer Sheet.*

	Section A: Type the Answers [2.5x12=30 Marks] Fill in The Blanks / MCQ / True & False	Marks	COs
Q1. A	The idea of CRM is that it helps business use _____ and _____ to gain insight into the behavior of Customers and the value of those customers.	2.5	CO1
Q1. B	The Strategic Benefits of customer relationship management allow Companies to reduce the cost of _____	2.5	CO1
Q2. A	_____is responsible for automating all sales related processes.	2.5	CO1
Q2. B	While Implementing CRM in an Organization should focus more on the _____ aspects rather than the 'M' [Management] aspects	2.5	CO1
Q3. A	_____allows subscribers to serve themselves via various means offered by service providers.	2.5	CO1
Q3. B	The interest of HR in _____ lies in its systematic approach to managing relationship	2.5	CO1

Q4. A	Rapidly advancing technology means _____ways in which how business is to be conducted.	2.5	CO1
Q4. B	The _____ is responsible for all aspects of the implementation, including cost control, quality & testing, and customer satisfaction	2.5	CO1
Q5. A	Customer Relationship Management is a Concept that become very popular during_____ i. 1670 ii. 1990 iii. 1790 iv. 1975	2.5	CO1
Q5. B	Which channel encapsulate all the possible ways of interacting with customers? i. Customer Interaction ii. Customer Improvement iii. Customer Knowledge iv. None	2.5	CO1
Q6. A	CRM is a Product_____ i. True ii. False	2.5	CO1
Q6. B	A CRM framework maximizes the possibility of CRM Implementation success that will be among the 68% of projects that succeed i. True ii. False	2.5	CO1
	Section B: Scan & Upload [10x5=50 Marks] **Attempt All Questions**		
Q7	What are the various types of CRM? Discuss. Describe various CRM marketing Initiatives?	10	CO2
Q8	'The customer Strategy in terms of growth and CRM model has to be well integrated for achieving the objectives of the model', Discuss?	10	CO2
Q9	Explain, why do CRM Implementation fails? What are various ways to avoid CRM Shortcomings? Discuss	10	CO2
Q10	Reference to the case 'HubSpot & Motion AI: Chatbot-Enabled CRM', Which activities in HubSpot's marketing and selling process would you turn over from humans to the Bot? In which phase of the funnel [ToFu, MoFu, BoFu] would Bot do better / worse than humans?	10	CO3
Q11	Reference to the Case 'CDK Digital Marketing: Addressing Channel Conflicts with Data Analytics', How did the case demonstrate that big data and Analytics can be used to solve Channel conflicts?	10	CO3

	Section C: Scan & Upload [1 (A+B) x 20= 20 Marks]		
Q12A	If it is to become more than a concept, CRM needs to be translated into specific activities and process. Based on the case 'CRM at Capital One [UK]', what are the key CRM activities and processes of Capital One? Do they differ according to life cycle stages of a customer?	10	CO4
Q12.B	What can be learned from the CRM Practice at Capital One that could be applied to [Company name / Industry of your Choice]? What aspects cannot be applied?	10	CO4