UPES
UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – Dec 2020

Program: BBA with specialization in HRM **Semester: III**
Subject/Course: Customer Relationship Management **Max. Marks: 100**
Course Code: MKTG 3001 **Duration: 3 Hours**
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 B & C:* **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 She*

	SECTION A	
	1. Each Question will carry 5 Marks 2. Instruction: Complete the statement / True or False.	

S.No	Question	CO
Q 1.	A customer service assistant has to respond to the order _____ and _____ of customers.	CO1
Q 2.	Customer service representative may provide _____ information to assist customers.	CO1
Q 3.	Customer service representative should have ability to work independently, make good decisions and resolve _____.	CO1
Q 4.	It is important for any customer service associate to listen closely to the _____.	CO1
Q 5.	Selling the company's product and services is not the part of customer service representative. (True/False)	CO1
Q 6.	When customer had any issues that need to be resolved, they cannot approach customer service representative. (True/False)	CO1

SECTION B

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

Q7.	What should you know about a customer in order to be capable of and desirous of developing a long-term relationship with them?	CO2
Q8.	Indicate how a marketer would be able to improve the relationship for each phase in the relationship life-cycle.	CO2
Q9.	Within a relationship-oriented organisation, everyone must have a current, correct, complete and consistent image of the individual customers. Reality often tends to deviate from this ideal, in spite of the implementation of supportive CRM systems. Name four possible causes of this and explain your answers.	CO3
Q10.	What differences in segmentation arise between the business and the consumer markets? Explain your answer.	CO3
Q11.	How can the outcomes of a retention analysis be used in a marketing campaign?	CO3

SECTION C

1. This section carries 20 Marks.
2. Instruction: Write long answer.

Q12.	### Case study: KPN business portal KPN, a Dutch telecom provider, had introduced a first draft of a business portal for small and medium-sized enterprises (SMEs). 'We always put so much energy into our products and pricing, but it was hard for customers to really get in touch with us. With the portal we tried to address this issue and give the customer control over the relationship.' Theo de Vries is the director of transaction sales at KPN sales. About a year and a half ago he decide to move forward on the idea of a business portal to allow for more direct customer contact. 'We served the market in a traditional way. Our account managers were making visits to our customers' offices and we communicated by telephone and e-mail or post. But our counterparts on the customer side were increasingly young people, used to Skype, MSN and e-commerce. They did not want an account manager to come by on appointment, they wanted to be in touch whenever it suited them.' This gave KPN reason enough to invest in a business portal. Prior to its development, KPN visited companies such as Wehkamp (an online retailer and former mail order company), Dell (an online computer retailer), and SNS Direct (a bank with a predominantly online proposition). The lessons learned were 'that the presales and aftersales process are highly suited for automation, but the sales process itself, the actual transaction, is quite personal. Customers want to see the salesman, but not necessarily face-to-face.' **Direct sales**	CO4

The targets for the project were determined. As is appropriate for a sales organisation, the main target was increased revenue, but satisfaction was also part of the performance goals. The management Top 100 is on the table in Theo's office. KPN is doing 'quite well'; almost all its customers seem satisfied but nobody is really excited about the way they are being served. KPN is number 19 on the list of 100 best-scoring companies. The third goal they were aiming at was efficiency. De Vries: 'In contrast with other ICT companies we approach the market directly. With 1,100 sales employees we aim to serve 35,000 customers. In 2001, we had some 4,500 employees in sales-related functions. We have redefined the scope of our activities and achieved higher sales efficiency. We do not want to achieve that efficiency at the expense of personal contact, so we decided to further automate standard tasks and partly allow customers to perform them themselves. Think of something such as managing personal account information. That is something customers can do quite well. When they move offices, they can register that directly into our systems.'

From a technology point of view it was an 'no-brainer' for KPN that Unified Communications would be their main platform in customer communications. Unified Communications is a service that KPN sells to customers, so it's really about taking your own medicine. It works in a Skype-like way, but more advanced. You can see the people from your network who are online and their status (available, busy, not present). It is possible to contact people in different ways, via chat, telephone, video-calling or videoconferencing. You can also look at documents together, surf to websites that you can co-browse and demonstrate.

Questions:
a. In what areas did KPN achieve the improvement of costs, accessibility, customer experiences and financial performance? (**10 marks**)

b. In whose hands do you believe the directorship, the coordination, of multichannel for the SME market is placed? (**10 marks**)