

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination – December 2021**

**Program: BBA- Digital Marketing**  
**Subject/Course: Customer Relationship Management**  
**Course Code: MKTG 3001**

**Semester: V**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**Instructions:**

1. The student must write his/her name and enrolment no. in the space designated above.

**SECTION A**

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

S.No	Question	Marks	CO
Q 1.	Integration of people, process, and technology- a) Enhances the efficiency of the organization b) Creates more complexity in the organization c) Is not advisable in today's environment d) Are not necessary for today's complex organization e) All of the above f) None of the above	2 Marks	CO1
Q 2.	PRM (Prospect Relationship Management) solution helps the organization in_____. a) Identifying potential customer b) Targeting potential customer c) Generating leads for its sales team d) Tracking customer behavior e) All of the above	2 Marks	CO1
Q 3.	The fundamental goals of data mining are _____ and _____. a) Analysis description b) Prediction, description c) Data cleaning, organizing the data d) Data cleaning, summarization e) None of these	2 Marks	CO1
Q.4	Maximizing _____ requires sequence of various tasks performed in business to be rearranged, combined, performed in parallel or eliminated based on the situation prevalent in the business. a) Net Value b) Media Value	2 Marks	CO1

	<ul style="list-style-type: none"> <li>c) Market Value</li> <li>d) Customer value</li> <li>e) None of the above</li> </ul>		
<b>Q.5</b>	<p>Alaska Airlines enhanced its loyalty by adopting _____</p> <ul style="list-style-type: none"> <li>a) Sales Force automation</li> <li>b) Netsuite</li> <li>c) MS dynamics CRM</li> <li>d) Oracle’s Siebel loyalty program management system</li> <li>e) Sugar CRM</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>Q.6</b>	<p>Which of the following statements are correct-</p> <p>A) The data warehouse refers to a database that is maintained separately from the operational database of the organization.</p> <p>B) Data in the data warehouse is stored to provide information with a historical perspective.</p> <ul style="list-style-type: none"> <li>a) Only a is true</li> <li>b) Only B is true</li> <li>c) Both A and B are true</li> <li>d) Both are wrong</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>Q.7</b>	<p>E-commerce all over the world thrived initially because of its order fulfillment and _____.</p> <ul style="list-style-type: none"> <li>a) Service quality</li> <li>b) Efficiency</li> <li>c) Creativeness</li> <li>d) All of the above</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>Q.8</b>	<p>If a customer remains with the company for a long period, he is more worthy to the company as he buys more, wastes less time of the company, and has less sensitivity to price and also influences other customers to go in for that product/brand without any_____.</p> <ul style="list-style-type: none"> <li>a) Media cost</li> <li>b) Cost of verities</li> <li>c) Marketing cost</li> <li>d) Acquisition cost</li> <li>e) None of these</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>Q.9</b>	<p>The loyalty programs are analyzed by _____.</p> <ul style="list-style-type: none"> <li>a) Its existing processes and reducing its redundant process in the system</li> <li>b) Evaluating the satisfaction of the customers</li> <li>c) Evaluating the quality of its service providers and the costs involved in the completion of the whole process and in direct marketing</li> <li>d) All of the above</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>Q.10</b>	<p>Delhi duty-free services is a joint venture with Delhi International Airport_____.</p>	<b>2 Marks</b>	<b>CO1</b>

	a) GMR airports Limited b) Reliance c) Yalorvin Limited d) A and c both e) None of the above		
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**SECTION B**

- 1. Each question will carry 5 marks (4\*5).**  
**2. Instruction: Write short / brief notes**

<b>Q.11</b>	Differentiate between transaction marketing and relationship marketing.	<b>5 Marks</b>	<b>CO2</b>
<b>Q.12</b>	Write short notes on: a) Culture b) Green CRM <i>Or</i> Data Mining	<b>5 Marks</b>	<b>CO2</b>
<b>Q.13</b>	“Better customer service is the only differentiator for companies in today’s market scenario.’ Comment on this statement.	<b>5 Marks</b>	<b>CO2</b>
<b>Q.14</b>	Why do CRM projects fail? Explain your answer in detail with five reasons.	<b>5 Marks</b>	<b>CO2</b>

**SECTION C**

- 1. This section carries 30 Marks (10\*3).**  
**2. Instruction: Write long answer.**

<b>Q.15</b>	Most of the companies today outsource their sales and service quality to call centers. Does it enhance the customer satisfaction? Is it a potent tool in the success of companies? Explain the same in context of Indian environment by relating day-to-day examples.	<b>10 Marks</b>	<b>CO3</b>
<b>Q.16</b>	“The traditional shopkeeper who maintains personal contacts with the customers has more knowledge about his customers than the CRM managers with expensive software and database at his disposal, because he is in regular touch with them and has the capability to feel their pulse’. Do you agree with this statement? Provide reasons for your answer. Also, highlight the deficiency level between the CRM manager and the shopkeepers.	<b>10 Marks</b>	<b>CO3</b>
<b>Q.17</b>	You are being appointed a CRM specialist for the newly established airlines. Air Asia, which intends to start its operations in India soon. Present a plan to the top management about you will use CRM to connect your customers and enhance the acceptance of your services in a cut-throat scenario.  <p style="text-align: center;"><i>Or</i></p> The quality of customer data can be visualized from many angles and viewpoints. It is, therefore, said that the intrinsic quality of data depends more on the requirement of	<b>10 Marks</b>	<b>CO3</b>

	companies and their objectives to excel in specific markets. Explain this aspect in detail with the help of examples.		
<p><b>SECTION D</b></p> <p><b>This section carries 30 Marks (15*2).</b></p>			
	<p style="text-align: center;"><b><u>Case Study</u></b> <b><u>European Telecom Company</u></b></p> <p>A major European telecom company combined text analysis and network mining to carry out analysis of their social media initiative. For this they invested heavily on social media platform to enable their community, which was substantial. They wanted their community to share and discuss between themselves the ongoing football league, the UEFA European league 2015 on Facebook- to support either team – with the posing of questions through a community. They had a very good social media scorecard, which further gave them an immediate as well as a tactical view of the related social media data. However, it was impossible for them to actually create new customer insights. It was futile for them to carry out a sentiment analysis around these topics, since the lexicon used by the social media monitoring tools did not allow additions or modifications. From the scoreboard available, it was noticed that the most active or positive individuals were later often identified as staff members and they could not easily eliminate them from their monitoring tools. Overtime, the company wanted to make the insights more relevant by adding some product words and other public information about relevant topics. They also tried getting individuals to create something that was even more relevant. This was not successful, and therefore, the public data was extracted from the cloud. This was enhanced with product and staff information so that specific queries and techniques could be applied to it. Not only were text mining and network analytic techniques used, but after converting raw text to normal data, clustering and modelling techniques were also applied. The results were found to be fascinating, the insights received were not only positive but also contained negative sentiments in it. This indicated how well the users were regarded within their community. In this process, the staff entries may have been eliminated and clusters of individuals with similar needs and response patterns were discovered. It also became apparent that the applied techniques were extremely powerful; and the desire to create a white paper documenting these new approaches was tremendous. They also desired to actually share this information in the form of working examples. This required them to locate a publicly available source of data that could be used by all.</p>		
Q.18	How do you rate the initiative of the European telecom company social media initiative? Was it successful/unsuccessful? Justify your views citing reasons for the same.	<b>15 Marks</b>	<b>CO4</b>
Q.19	<p>As a manager, how will you enhance this social media initiative of the European telecom company for better results?</p> <p style="text-align: center;"><i>Or</i></p> <p>Suggest some more ways/methods of data mining to telecom company for better strategic result.</p>	<b>15 Marks</b>	<b>CO4</b>