

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**
**End Semester Examination, December 2021**
**Course: Customer Relationship Management**
**Program: BBA (Specialization in Marketing)**
**Course Code: MKTG – 3001**
**Semester: V**
**Time: 3 Hours**
**Max. Marks: 100**
**SECTION A**

<b>Q1</b>	<b>Attempt all parts. All parts carry equal marks.</b>	<b>Marks</b>	<b>CO</b>
<b>(i)</b>	_____ CRM focuses on the intelligent mining of the customer data and using it strategically or tactically for future strategies. a) Strategic      b) Analytical      c) Operational      d) Collaborative	<b>2</b>	<b>CO1</b>
<b>(ii)</b>	_____ is the weakest bond. (a) Structural      (b) Social      (c) Financial      (d) Customization	<b>2</b>	<b>CO1</b>
<b>(iii)</b>	The purpose of _____ is to determine what products customers purchase together. (a) Prediction Analysis      (b) Sequential Purchase (c) Market Basket Analysis      (d) Product Bundling	<b>2</b>	<b>CO1</b>
<b>(iv)</b>	In IDIC – the relationship building process, ‘C’ stands for: (a) Communicate      (b) Create      (c) Customize      (d) Control	<b>2</b>	<b>CO1</b>
<b>(v)</b>	In RFM analysis, RFM stands for: (a) Recently, Frequently, Multiplicity      (b) Recently, Frequently, Monetary (c) Recent, Frequency, Multiplicity      (d) Recency, Frequency & Monetary	<b>2</b>	<b>CO1</b>
<b>(vi)</b>	_____ is a prediction of the net profit attributed to the future relationship with a customer. (a) Customer Value      (b) Customer Profitability (c) Customer Churn      (d) Customer Lifetime Value	<b>2</b>	<b>CO1</b>
<b>(vii)</b>	Employees are also known as: (a) Partners      (b) Internal Customers      (c) Social Capital      (d) Servicescape	<b>2</b>	<b>CO1</b>
<b>(viii)</b>	_____ assures that the product or firm will offer certain level of satisfaction, if not, firm will pay for the compensation. (a) Service Recovery      (b) Heterogeneity      (c) Time utility      (d) Service Guarantee	<b>2</b>	<b>CO1</b>

(ix)	_____ customers demand a lot of attention for very little spending. (a) Platinum                      (b) Gold                      (c) Silver                      (d) Lead	2	CO1
(x)	Studies have shown that only _____ of a company's customers contribute to profits. The remaining _____ generate losses. (a) 80%, 20%                      (b) 20%, 80%                      (c) 1/3, 2/3                      (d) 2/3, 1/3	2	CO1
<b>SECTION B</b>			
Q2	“Winning and keeping good employees is much like winning and keeping good customers”. Discuss.	5	CO2
Q3	Explain the concept of ‘Pyramid of Relationship’ using appropriate example.	5	CO2
Q4	“Privacy is the fundamental right of the Individual’. With reference to this verdict of the Supreme Court, Discuss the implication of this on CRM practices.	5	CO2
Q5	Distinguish between up-sell and cross-sell. Describe the strategies by which you can up-sell your customer.	5	CO2
<b>SECTION C</b>			
Q6	As a responsible marketing head of a hospitality organization, do you think there is an advantage in competing on personal service rather than price? Also, how can you personalize your hospitality services to improve customer service and achieve the highest levels of customer satisfaction?	10	CO3
Q7	You are a Customer Relationship Manager, and you would like the approval of senior management for investment in designing and launching a loyalty program. You have fifteen minutes to present your argument to the board. Prepare the essence of your arguments and structure of the Loyalty Program.	10	CO3
Q8	One of the leading banks has set up a call center to respond to the service calls of its customers. Its hope was that the customer satisfaction will increase, however, a recent survey showed a decline in customer satisfaction. The call center personnel were found to be rude, non-responsive and ones who did not understand the product and the customers. What advise will you give to the bank to enhance its customer service?  <b>OR</b>  The coronavirus has changed even large, more established companies literally overnight. Marketing practitioners believe that with the right customer-centric attitude, organizations can emerge from this crisis. Considering the impact of the COVID	10	CO3

	pandemic on businesses, suggest some strategies for services organizations to maintain a long-lasting relationship with customers.		
<b>SECTION D</b>			
<b>Q9</b>	<p>You are working as a Marketing Manager in a leading private bank. Your bank is willing to make its significant presence in the rural market. Design a CRM campaign for attracting rural customers and building superior relationship with them for financial services of the bank. Campaign must cover the following points:</p> <p>(a) Target Customers and Rural Customer Insights  (b) Key Campaign Message and Offer  (c) Campaign Media Plan &amp; Budget  (d) Campaign Execution and Monitoring</p> <p style="text-align: center;"><b>OR</b></p> <p>KK Sweets is one of the famous sweet shops of Dehradun, operating since 1951. KK sweets has been synonymous to excellent quality sweets in Dehradun and suburbs. Recently, KK Sweets is concerned due to declining market share and low sales. KK sweets is facing tough competition from well-established chain players such as Nathu Sweets, Gulab Sweets, Bikanerwala, etc. Besides this, some locally grown players are also doing well in their native areas and offering good quality products to customers at almost similar prices. Customers are also preferring packaged sweets like Haldiram's, Bikano and similar others. In this alarming situation, KK Sweets is looking for some concrete marketing plan for defending the market share and retaining existing customers. Suggest some marketing strategies (related to 4Ps, social media, customer relationship management) for KK Sweets for managing these issues.</p>	<b>15</b>	<b>CO4</b>
<b>Q10</b>	<p>The traditional shopkeeper who still maintains personal contact with his customers is considered to have more (implicit) knowledge of his customers than the CRM manager with his expensive software and database at his disposal.</p> <p>(a) Do you agree with this statement? Substantiate your answer.  (b) In what areas does the (implicit) customer knowledge fall short? Give an explanation.  (c) Why is it that the CRM manager appears to lag behind the classic shopkeepers?</p>	<b>15</b>	<b>CO4</b>