



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Customer Relationship Management

Program: BBA(OG), BBA (GES)

Course Code: MKTG 2035

Semester: III

Time : 03 hrs.

, Max. Marks: 100

Instructions:

**SECTION A
10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Answer the following questions:	2 Marks	CO1
(i)	Green CRM	2 Marks	CO1
(ii)	CLV	2 Marks	CO1
(iii)	E-CRM	2 Marks	CO1
(iv)	Data mining	2 Marks	CO1
(v)	Customer Life cycle	2 Marks	CO1
(vi)	Customization	2 Marks	CO1
(vii)	Cost of acquiring customers includes the cost involved in research, marketing and _____. a) Retention cost b) Accessibility costs c) Allocation of resources d) Number of additional resources e) All of these	2 Marks	CO1
(viii)	The five levels of customer life cycle have been developed by a) Rod Laver & Stevens b) Jim Sterne & Matt Cutler c) Adam & Pyne d) Thomas Logging & Tim Bryne e) Thomas P f) None of these	2 Marks	CO1
(ix)	Godrej and Boyce uses e- CRM solutions from: a) Microsoft Dynamics b) Microsoft Dynamics CRM with mobile express included c) Salesforce.com d) SAP CRM e) None of these	2 Marks	CO1

(x)	Social media is being used to enhance the engagement of customers by the companies, but it is still at an early stage where the execution is patchy and there are lots of concerns regarding its a) Rate of return b) ROI c) Profits d) Costs e) None of these f) All of these	2 Marks	CO1
SECTION B 4Qx5M= 20 Marks			
Q. 2	Under which market circumstances is it unwise to aim for a customer intimacy strategy? Give two examples.	5 Marks	CO2
Q. 3	Write short notes on: a) Operational Excellence b) Cosmetic customization <i>Or</i> Trust & commitment	5 Marks	CO2
Q.4	What are the characteristics of the culture of relationship-oriented organization?	5 Marks	CO2
Q. 5	Which recommendations would you give to Amazon.com to help it realize a price premium program for loyal customers?	5 Marks	CO2
SECTION-C 3Qx10M=30 Marks			
Q. 6	Will a heavily operations-oriented company like Reliance Retail benefit by practicing CRM? Explain this on the basis of their situations and processes.	10 Marks	CO3
Q.7	In India, many hotel chains are facing tough times as their profits are dwindling due to lowering of occupancy charges. In this scenario, how you will try to enhance the business of your hotel chain with the help of CRM?	10 Marks	CO3
Q. 8	Companies today are changing their strategies and are going ahead and adopting CRM practices to building relationships with their customers. Discuss with reasons whether the customers are also interested in building relations such with companies or if it is a one-way practice. <i>Or</i> How has Maruti as a company been able to succeed in the cut-throat competition of the automobile sector? Explain.	10 Marks	CO3

SECTION-D 2Qx15M= 30 Marks			
	<u>Case Study</u>		
<p>In 2010 the Dutch SNS Bank is a part of SNS Reaal and is one of the ‘Top 5’ banks in the Netherlands. The 3,300 employees of SNS Bank are connected to their customers via the internet, the telephone and the SNS retail banking stores. The target audience of the brand are self-conscious consumers and SME-clients. Promoting their ability to be self-supporting and autonomous is at the core of SNS’s strategy.</p> <p>SNS Bank has presented itself as a candidate for the CRM Innovator Award based on a project called Inbound Marketing. They believe they are sufficiently innovative in this domain to serve as an example to other organisations in the Netherlands. The jury has had to evaluate the candidate and assess whether or not the project sets an example that is indeed beyond current levels of customer-centred entrepreneurship. Obviously, the jury pays careful attention to the overall vision and strategy from which this project originated.</p> <p>The Inbound Marketing project comprises a combination of database marketing and behavioural targeting, by which the content on the website is adapted to the individual customer’s profile and real-time click behaviour. The project aims to develop the internet as a valuable contact channel, integrate it with other channels and using the inbound (customerinitiated) contacts for service and sales.</p> <p>SNS Bank believes firmly that customer satisfaction will be positively influenced by the correct identification and the recognition of their needs and preferences, especially if directly used for relevant offers and service messages. The main idea is to help customers find solutions and services, instead of finding customers for the products of SNS Bank. The importance of online distribution in the value chain is constantly increasing. This channel is by its very nature customer-controlled, but SNS can help direct the customer by tuning into their current needs with click paths and making use of the knowledge the bank has in its databases. If they also make products and services simpler, they can then further enhance the self-sufficiency of customers. Shifting service and buying processes to the internet is an important step in this direction. The project, therefore, is a perfect fit with the corporate strategy and vision on customer relationships.</p> <p>The results that the project has produced are very respectable. There are fewer service requests through retail banking stores and the contact centre. There are fewer complaints and the service and buying processes are more</p>			

	<p>efficient. There are higher conversion ratios and general online sales. In the first year already, investments in the project more than broke even.</p> <p>SNS Bank is uniting the two worlds of e-commerce and database marketing by using click behaviour and registering it in real-time in a data warehouse. Applying real-time scoring of opportunities means that a customer is presented with the most relevant offer or message at all times.</p> <p>The shift that has been made to inbound marketing is fitting within a strategy that optimizes the support given to customers at their time of need, not whenever the organisation seeks to sell something. The ability to deliver on promise in the short term is extremely important in nowadays, maybe even more important than having big ideas and bold strategies for the longer term. The ability to ‘feel’ what customers want and where the market is going is a crucial success factor, especially in retail banking in this day and age. This case is a perfect example and worthy of the CRM Innovator Award 2010. The jury congratulates SNS Bank on their achievement.</p>		
Q. 9	What makes the customer analytics applications of SNS Bank special, or at least special enough to have been a CRM Innovator Award candidate?	15 Marks	CO4
Q. 10	<p>Will it be of any added value to further automate the analysis that is made? Please illustrate and justify your answer.</p> <p><i>Or</i></p> <p>Would the inbound marketing application also be applicable in the contact centre? Provide arguments to support your answer.</p>	15 Marks	CO4