


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, December 2023

Course: Customer Relationship Management	Semester: III
Program: BBA (OG & GES)	Time : 03 hrs.
Course Code: MKTG 2035	Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Write short note		CO1
A]	Customer Knowledge	2 Marks	CO1
B]	Cosmetic Customization	2 Marks	CO1
C]	CLV	2 Marks	CO1
D]	TPA	2 Marks	CO1
E]	Data Mining	2 Marks	CO1
F]	Green CRM	2 Marks	CO1
G]	Multichannel Management	2 Marks	CO1
H]	Cross- selling	2 Marks	CO1
I]	Segmentation	2 Marks	CO1
J]	Customer Profile	2 Marks	CO1

SECTION B
4Qx5M= 20 Marks

Q. 2	Why do CRM projects fail?	5 Marks	CO2
Q. 3	How is value creation significant in enhancing brand loyalty?	5 Marks	CO2
Q. 4	What is the meaning and concept of front office management?	5 Marks	CO2
Q. 5	How does the emotional connection between a brand and its customers influence long-term customer loyalty and advocacy?	5 Marks	CO2

SECTION-C
3Qx10M=30 Marks

Q.6	What are the key challenges in maintaining customer retention when dealing with diverse customer segments, and how can these challenges be overcome? Support answer with suitable examples.	10 Marks	CO3
Q.7	How does understanding a customer's unique needs and preferences contribute to the development of a compelling individual value proposition? Explain with suitable examples.	10 Marks	CO3

<p>Q.8</p>	<p>A characteristic of professional services is that an expert, such as a doctor or lawyer, helps customers in exchange for payment.</p> <p>(a) How would you typify the balance of power in these relationships? (b) What role does the capacity for empathy play in these relationships? (c) Under what circumstances can mutual commitment exist in these types of relationships?</p> <p>OR</p> <p>Banks have very few customers who end the relationship. People are generally not quick to close a current account. Does this mean that a retention analysis for a bank is of little use? Or do you see potential for a (variation on a) retention analysis? Explain your answer.</p>	<p>10 Marks</p>	<p>CO3</p>
<p>SECTION-D 2Qx15M= 30 Marks</p>			
<p>Q.9:</p>	<p>HealthyCare Hospital was challenged by a lack of seamless patient experiences and desired to enhance patient engagement. They needed to streamline operations and improve overall healthcare services. HealthyCare Hospital introduced a healthcare CRM system that integrated patient data from electronic health records, appointment schedules, and patient feedback. This enabled them to offer personalized healthcare services and targeted health information. Patients experienced improved care coordination, shorter waiting times, and proactive follow-up care. Patient satisfaction scores increased by 15%, and readmission rates reduced by 10%.</p> <p>1. How did HealthyCare Hospital utilize CRM to consolidate patient data and improve patient engagement? 2. What specific benefits resulted from the healthcare CRM implementation in terms of patient satisfaction and readmission rates?</p> <p>OR</p> <p>PRIME Retail, a well-established chain of department stores, has decided to implement a Customer Relationship Management (CRM) system to better understand and serve its diverse customer base. The company aims to improve customer engagement, personalize marketing efforts, and enhance overall customer satisfaction. However, PRIME Retail faces certain challenges during the CRM implementation.</p> <p>Challenges:</p> <p>Integration with Existing Systems:</p>	<p>15 Marks</p>	<p>CO4</p>

	<p>PRIME Retail currently uses various systems for inventory management, sales processing, and customer data storage. Integrating the new CRM system with these existing systems poses a challenge. Seamless integration is crucial for a unified view of customer interactions and transactions.</p> <p>Employee Adoption: Some employees express reservations about the CRM system, citing concerns about increased workload and changes to their daily routines. Ensuring that employees not only accept but actively embrace the new system is essential for its successful implementation.</p> <p>1. What communication and training initiatives can PRIME Retail implement to address employee concerns and encourage widespread adoption of the CRM system?</p> <p>2. How can the company create a positive and supportive environment that fosters a culture of collaboration and enthusiasm for the CRM implementation among its employees?</p>		
Q.10	<p>SilverBank, a prominent financial institution, was facing challenges with increasing customer churn rates and a decline in cross-selling success. They recognized the need to improve customer relationships. SilverBank introduced a CRM system to centralize customer data, including transaction history, demographics, and service interactions. The data analysis helped predict customer needs and preferences. The CRM system improved cross-selling success rates by 20% and reduced customer churn by 10%. Customer satisfaction and loyalty increased significantly.</p> <p>1. How did SilverBank utilize CRM to consolidate customer data and predict customer needs?</p> <p>2. What specific outcomes resulted from the CRM implementation in terms of cross-selling success, customer churn, and customer satisfaction?</p>	15 Marks	CO4