

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Custom Relationship Management

Semester: V

Programme: BBA FAS CC: BBCM154

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.	True or False; Answer All The Questions	Marks	CO
Q 1	Without performance management CRM will fail.	2	1
A)			
B)	Analytical CRM is the process through which organisations transform customer related data into actionable insight for analytical purposes.	2	2
C)	Infrastructure alone does not build relationship bridges with strategic partners nor leverage the resources that lie within those partners.	2	2
D)	Since all customers are equal segmentation is a must.	2	1
E)	There are 5 forms of CRM	2	1
Q 2			
A)	What is the customer intimacy strategy?	2	2
B)	What are sourcing models in the context of CRM processes?	2	1
C)	Enumerate the mini projects of a Development of a CRM programme	2	1
D)	What is customer centricity?	2	2
E)	Spot the odd one out. Why is it the odd one? CRM can serve better through: I. Contact management. II. Capturing information like enquiries. III. Information on sales and IV. Information collected about competition V. Information on Prospects of the customer.	2	2

SECTION-B

Answer All The Questions

Q.3	What are the CRM processes in Marketing? Enumerate the tools and explain any two.	(6 + 4)	2
Q.4.	What is Customer lifetime value? Why is it important to retain profitable customers? Explain in detail.	(5+5)	3
SECTION-C			
	Answer any Two Questions		
Q5	What are the 4 processes involved in CRM implementation? Describe the implementation process	(4+11)	3
Q.6a	Enumerate the viewpoints on Customer Knowledge. Explain the value of the intrinsic quality of data with an example Or	(3+12)	4 & 5
Q.6b	Elaborate the waste resulting from poor data quality. What are the consequences for the same? (6 + 9)	(6+9)	6
SECTION-D			
Read the extract given below and answers the following question.			
Q7.	What is your understanding from the passage below?	(10)	3
Q7.a	Can this type of banking model work in India? If yes, why so?	(10)	4
Q7.b	If not why so? Explain.	(10)	5
<p style="text-align: center;">Ant Financial: Flourishing Farmer Loans at MYbank</p> <p>In 2015, MYbank launched the Flourishing Farmer Loan program, an effort to extend financial services to rural China.</p> <p>Because the bank's program targeted customers who had no experience with banking, MYbank looked to determine credit-worthiness by using big data from internet transactions to create a nationwide credit-rating system for individuals and small enterprises. Credit-scoring was new to China and the bank's pioneering efforts could pave the way for economic development in rural areas.</p> <p>MYbank was an offshoot of the Alibaba internet empire founded by Jack Ma (Chinese name Ma Yun). Ma had built Alibaba's online platforms to bring buyers and sellers together in China. Having found success in facilitating online transactions, Alibaba began offering financial services. In time, these financial</p>			

service units were spun out from the Alibaba group, first organized under Alipay and then rebranded under the name Ant Financial Services Group.

By 2013 Ant Financial consisted of Alipay and Alipay Wallet, two services that facilitated online transactions (similar to PayPal); Yu'eBao, a money market fund with 570 billion yuan (\$93 billion) under management; Zhao CaiBao, a third-party financial services platform; and micro-loan provider Ant Micro. Each of Ant Financial's units had cooperative arrangements with Alibaba's online platforms, providing data for business transactions and facilitating the transfer of funds.

In March 2014, Ant Financial received regulatory approval to create an online bank, MYbank. MYbank was among the first of five privately owned banks to be granted approval by the China Banking Regulatory Commission. MYbank was initially authorized to make loans, but not to accept deposits. Besides looking at models of private ownership, the regulators were evaluating the implications of online banking services. While cautious, the China Banking Regulatory Commission welcomed new banking models that could increase available capital for private entrepreneurs and encourage economic growth in a way that the state-owned banks were not set up to provide. Regulators were also eager to see if private banks could support economic growth in rural regions far from main cities.

There was much riding on the success of the Flourishing Farmers loan program. An effective program could convince regulators to allow online banking for all banking services. Better access to credit could not only reduce the cost of loans for individuals and small businesses but also expand the potential market for financial and internet services.

Bank officials had designed the Flourishing Farmer Loan program to use the internet to communicate with loan applicants in rural areas and judge their credit-worthiness. To make the program sustainable, MYbank faced a number of challenges.

Could MYbank's big data and algorithmic approach identify good credit risks for small loans without incurring the expense of multiple loan officers and bricks and mortar branches? Was the rural customer base for online banking robust enough to create a profitable program at scale? What did MYbank have to do to make a national credit-rating system for small enterprises successful?

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SECTION A

S. No.	True or False. Answer All the Questions	Marks	CO
Q 1	SLA is used in many merchants' consumer transactions to define the boundaries of what the service is committed to deliver and under what circumstances.	2	2
a)	URL Uniform Resource Locator is an internet address search methodology	2	1
b)	The CRM server stores information on all employees contacts.	2	1
c)	TLD is the leftmost part of the name is called the Top Level Domain	2	1
d)	The DNS is a hierarchical naming system for computers, services, or other resources connected to the Internet or a private network.	2	2
e)			
Q 2	. Explain the following briefly: Answer All the Questions		
a)	What are Ethernet crossover cables?	2	2
b)	What are the 4 key rules of message handling? Enumerate them.	2	2
c)	What is the ASP model?	2	2
d)	Define e-Commerce.	2	3
e)	What are B2B Market places?	2	4

SECTION-B

	Answer All the Questions		
Q 3	What are vertical delivery platforms? Give an example relevant to the automobile industry.	(6+4)	4
Q 4	What are the limitations for automobile procurement on the internet? Give a suitable answer to back up your statement	(5 +5)	6

SECTION-C Answer Any Two Questions			
Q 5	Enumerate the different kinds of Portals. State their characteristics. Which type of portal would be applicable for automobile cars? Or	(6+4+5)	4 & 5
Q.6	What is the internet? What is the web? Enumerate the differences between the internet and the www.	(6+4+5)	4
Q.6a	Give one example each of the B2G and C2C models with reference to the automobile industry. How would you use the internet to convert prospective buyers to customers in the B2G business model?	(6 + 9)	4 & 5
SECTION D Read the extract given below and answers the following questions.			
Q.7a	What is the USP of Droom? How does it facilitate buying and selling ?	(5+5)	4
Q 7b	How do e-marketplaces generate revenue? How is the revenue model different from the e-classifieds?	(10)	3
Q.7c	Are e-classifieds and e-marketplaces models interchangeable? What do you understand by the term 'winner takes all'?	(10)	5
e-Marketplaces: Droom.			
<p>e-Marketplaces are very different to classifieds. They don't compete with either the horizontal players or the vertical ones. At their core, they connect buyers and sellers with the sole purpose of completing a transaction. In order to do that, marketplaces need to create an environment of trust and transparency which hopefully provides a better experience than what's available offline. As a result, the technology products marketplaces build are different to what classifieds build.</p> <p>Marketplaces don't need discovery tools because most visitors know exactly what they want to buy. Droom builds products that help buyers and sellers feel comfortable transacting online .For example, Droom has a product that highlights the reputation of the seller, another that helps determine a fair price for the car, and yet another that helps potential buyers get an auto-inspection done.</p> <p>Also, unlike classifieds, marketplaces monetize by taking a cut of the transaction, not by advertising. So will online classifieds become marketplaces or vice versa?</p>			

	<p>In the history of the Internet, no classifieds company has ever converted into a marketplace. And the reason is that they are very different businesses. Classifieds is a huge space solving a critical problem. It takes significant amounts of money and the stakes are very high – because 9 times out of 10, it's a winner take all game. It'll be tough to try and win that game while also pivoting to a marketplace. And the same goes for marketplaces</p>		
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