UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2020

Course: Customer Relationship Management   Semester: IV
Program: MBA (AVM)   Time: 3 Hrs.
Course code: MKTG8002   Max. Marks: 100
Instructions: All questions are compulsory

	SECTION A		(6 * 5 Marks Each =30 Marks)
Q.1:			

i)	A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.
	    a. Customer database
	    b. Customer mailing list
	    c. Business database
	    d. None of the above
			CO1

ii)	First step in analysis of customer value is to identify
	    a. Customers value attributes
	    b. Assessing attributes importance
	    c. Assessing company's performance
	    d. Assessing competitors performance
			CO1

iii)	a. This is a central point in an enterprise from which all customer contacts are managed. Contact center
	    b. Help system
	    c. Multichannel marketing
	    d. Call center
	    e. Help desk
			CO1

iv)	"A relationship builds when the parties become"
	    a. Dependent
	    b. Interdependent
	    c. Independent
	    d. Both a and b
			CO1

v)	Why customers do NOT want relationships with suppliers
	    a. Fear of dependency
	    b. Lack of confidence in the supplier
	    c. Rapid technological changes
	    d. All of the above
			CO1

vi)	Which one of these are element of CRM?
	    a. Develop a Customer-Centric Strategy
	    b. Create a Customer-Centric Culture
	    c. Harness the Power of Customer Information
			CO1

	d. All of the above		
	SECTION B (10* 5 Marks Each=50 Marks)		
Q.2:	With the help of example explain strategically significant customers	**10 Marks**	**CO2**
Q.3:	What are the types of CRM programs	**10 Marks**	**CO2**
Q.4:	Difference between CHAID and CART analysis	**10 Marks**	**CO3**
Q.5:	What is the significance of Balanced Scorecard	**10 Marks**	**CO3**
Q.6:	Select a transportation market and describe the path you would like to take to arrive at segmentation for strategic marketing objectives. OR What do you understand by cross-selling? Explain with the help of an example	**10 Marks**	**CO4**
	SECTION-C (20 Marks)		
Q 8.	**Case Study :** On behalf of the 260 member air carriers of the International Air Transport Association (IATA), I would like to focus on a few critical issues of concern to the aviation community. For each of the points discussed below, the industry believes that there are reasonable solutions, many of which have already been implemented by forward thinking states. In some instances, these solutions have required changes in national legislation. In others, the solutions have been the result of simple modifications in the way processes are carried out. However, in every case, the solutions have required a greater level of cooperation and trust between governments and the trade, as well as a shared vision of what changes were necessary and how they could best be implemented. Aviation carries but a small percentage of the total goods transported over international borders—only about 1 percent of movements (net value). That number might initially sound less than impressive and rather unimportant compared with the amount of goods carried by other modes of transportation. But it is the nature of the goods moved by air that makes our industry so vital to shippers, manufacturers, and even the states for which those goods are ultimately destined. Compared with other modes of transport, such as shipping and rail, the air industry carries a significantly higher Simplification of Customs Procedures percentage of high-value and time-critical consignments. Shippers, and their customers, depend on the speed inherent in aviation to meet the needs posed by just-in-time inventory controls, perishable-product movements, and critical-parts replacement, to name just a few. Unfortunately, this benefit on which shippers and their customers depend for their economic well-being is often lost because of inefficient clearance of goods for release to home use. In too many cases today, in countries all around the globe, consignments arriving at their final destination take longer to be released from customs than the total time spent getting there.	**20 Marks**	**CO4**

Here we will discuss the main rules and practices that govern the air transport sector. While these vary from state to state, they can be distilled down to their basic components for quick presentation. When moving goods, the air transport sector must: Accept goods from shippers; document those goods;

Comply with import and export control regulations; and produce the goods at the destination with the necessary support documentation for entry, clearance, and release. Each step of the process involves capturing specific data, creating paper documents for each consignment, creating other paper documents to reconcile the original documents, presenting the documents to customs authorities, and then archiving the documents for varying lengths of time after the goods have been moved. Needless to say, this is not an efficient or labour-friendly process. And it is made worse by the fact that a set of documents created for one phase in the process often does not satisfy the requirements of subsequent phases, resulting in the need for even more documents.

This process is repeated thousands of times each day, and is not limited only to movements by air. It is the same process relied upon by governments since the days of the sailing ships. It was slow and manpower-intensive then, and in today's environment of instant electronic communication and ever-shorter delivery deadlines, paper-based data exchange and inspection processes that do not rely upon risk assessment and selectivity criteria can bring the cargo industry to its knees.

The past 30 years have given rise to remarkable developments in the aviation industry, the business community, and in the way states view themselves and the world around them. The world has changed in so many ways. New opportunities are being discovered almost daily. Regrettably, however, the methods of moving goods across international borders have failed to keep pace. What has always been is not necessarily how things should be today, or in the future.

It is time that governments and the trade, with an eye to the needs of the future, undertake the necessary task of reviewing existing policies and practices and seek to implement new methods, using new technologies which will truly facilitate trade, while at the same time protecting national interests. Specifically, the air transport sector must act to realize the following achievable goals.

Paperless Transaction Processing

As described earlier, air carriers today must gather great quantities of data from shippers, often in electronic format, copy the data manually onto paper documents, attempt to verify their accuracy, and then transmit the information to the proper authorities. The authorities, on the other hand, often do the same thing in reverse. The entire process is plagued by unavoidable errors in data input, duplication of effort, waste of critical human resources for carrier and customs alike, and unnecessary costs for everyone.

A solution exists and its framework has been developed to realize the goal of making paperless transactions the norm instead of the exception. With the Montreal Protocol IV, we have an international convention that provides the legal basis for establishing electronic airway bills. We in the industry recognize that such change will not come easily. We understand that many states will need to modify their national legislation to allow for exchange of electronic data. We also understand that many governments have yet to begin work on developing electronic data interchange (EDI) systems for cargo manifest processing. Together, industry and government representatives have

developed specific EDI programs, that is, computer-to-computer language formats and standardized messaging guidelines to reduce the time governments need to develop their capability in this critical area. Many governments have made these choices, resulting, we believe, in significant cost reductions for themselves, the airlines, and the shippers, by making paper-based processes less inefficient. Manpower, so scarce in today's environment of shrinking budgets, has been redirected to productive activities such as enhanced customer service for the industry and strengthened enforcement by governments.

Harmonized Information Requirements

One of the most difficult and costly aspects of cargo movements is the lack of standardization in the data requirements imposed by different countries for the movement of goods. Differing requirements generally require creating separate documents to satisfy export and import controls. Additional documentation is often required to transfer goods at intermediate points. One might think that the emergence of trading blocs of nations, such as the European Union or NAFTA, would have resulted in harmonized requirements and a reduction in required documentation, but that has not been the case. Systems developed within these economic-based groups continue to be essentially incompatible with one another because of their varied data elements and formatting requirements.

The industry believes that these variations in data requirements increase the risk of errors in data collection and transmission, delaying clearance and creating unwarranted financial liability. Divergent requirements also keep us from exploring ways of processing outbound and inbound clearances with a single filing.

Obviously, under such systems, trade efficiency is curtailed, resulting in:

Greater processing demands on shippers, carriers, and customs;

Reduced performance in clearance of goods; and incremental cost increases for all.

Pre-arrival Processes or Expedited Clearance upon Arrival

Lastly, but possibly most critical in any effort to improve trade efficiency, the industry seeks support for processes that will allow governments to screen consignments on route, and through risk assessment and selectivity, expedite the release of low-risk goods forwarded by known shippers upon arrival.

For this ultimate goal to be realized, the first two points I have raised today will, by necessity, have to be adopted. The benefits of such a program are immediately apparent. By utilizing technological advances, governments would be able to screen consignments in advance of arrival and focus their dwindling inspection resources on those that pose a real threat. The great majority of goods, as much as 99 percent in some countries, could be released for home use with minimum formalities, subject, of course, to periodic, unscheduled checks.

Various methods that can expedite the clearance of goods already exist. To further facilitate trade, governments should consider adopting procedures that would allow release documents to be filed electronically from locations other than the airport of importation. Such remote filing procedures would enable shippers and carriers to concentrate their cargo documentation experts in national or regional centres, and would likely result in increased data accuracy, reduced costs, and improved service.

Questions

1.   Analyze the case and interpret it.

	2. How does Electronic commerce programs expedite the clearance of goods already exist? Precedents exist for such schemes. They are based on the shippers' performance and entail adequate financial guarantees and a reliable post-clearance audit procedure.		