

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2018**

**Course: Customer Relationship Management (MKTG – 3001)**

**Semester: V**

**Programme: BBA (Core - Marketing)**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**

S. No.		Marks	CO
Q 1	<b>Attempt all parts. All parts carry equal marks.</b>	[20]	
i.	_____ is a prediction of the net profit attributed to the future relationship with a customer.  (a) Customer Profitability (b) Customer Lifetime Value (c) Customer Rewardz (d) Customer Value	[2]	CO2
ii.	Clickstream analysis is related to:  (a) Past purchase history of customers (b) What a particular customer might buy (c) Website browsing pattern of customers (d) Deliver the right message at the right time.	[2]	CO1
iii.	_____ is the weakest bond.  (a) Structural (b) Social (c) Financial (d) Customization	[2]	CO1
iv.	_____ is the process of analyzing data from different perspectives and summarizing it into useful information.  (a) Data Warehouse (b) Data Transformation (c) Predictive Modeling (d) Data Mining	[2]	CO2
v.	The segmentation of market based on the 'Social Class' of the customer is:  (a) Behavioral (b) Geographical (c) Psychographic (d) Demographic	[2]	CO1
vi.	Identify the correct equation:  (a) Information = Data + Use (b) Information = Data + Interpretation (c) Knowledge = Information + Interpretation (d) Knowledge = Data + Information	[2]	CO2
vii.	'Dynamics' is the CRM software of which organization:  (a) SAP (b) Oracle (c) Microsoft (d) IBM	[2]	CO2

viii.	The customers leaving one business for its competitors: (a) Defection rate (b) Customer churn (c) Left out customer (d) Dissatisfied customer	[2]	CO1
ix.	The purpose of _____ is to determine what products customers purchase together. (a) Prediction Analysis (b) Sequential Purchase (c) Market Basket Analysis (d) Product Bundling	[2]	CO1
x.	In technological environment, IoT stands for: (a) Internet of Technology (b) Internet of Things (c) Internal Office Technology (d) Information on Time	[2]	CO1
<b>SECTION B</b>			
	<b>Attempt any <u>FOUR</u> questions.</b>	[20]	
Q 2	“CRM is not all about loyalty programs.” Comment.	[5]	CO2
Q 3	“Winning and keeping good employees is much like winning and keeping good customers”. Justify.	[5]	CO3
Q 4	What do you mean by Call Centre? What are the functions of a call centre?	[5]	CO3
Q 5	What do you mean by sales force automation? Explain the benefits of sales force automation.	[5]	CO2
Q 6	Explain the concept and importance of RFM analysis.	[5]	CO2
<b>SECTION-C</b>			
	<b>Attempt any <u>THREE</u> questions.</b>	[30]	
Q 7	Discuss the various prevalent bases of segmenting the market for consumer goods. With the help of suitable examples, justify the significance of market segmentation.	[10]	CO4
Q 8	“Organization can build relationships and gain competitive advantage using modern information & communication technologies (ICT).” Discuss with suitable examples.	[10]	CO3

Q 9	Define Up-sell and Cross-Sell. Describe the strategies by which you can up-sell your customer. Give suitable examples.	[10]	CO4
Q 10	What are the potential risks of targeting new customers with generous promotional offers? How might an organization mitigate these risks?	[10]	CO4
<b>SECTION-D</b>			
	<b>Attempt all questions.</b>	[30]	
Q 11	One of the leading banks has set up a call centre 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 centre employees 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?	[15]	CO4
Q 12	As a responsible marketing head of a hotel unit, do you think there is an advantage in competing on personal service rather than price? Also, how can you personalize your services to improve customer service and achieve the highest levels of customer loyalty?	[15]	CO3

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**SECTION A**

S. No.		Marks	CO
Q 1	<b>Attempt all parts. All parts carry equal marks.</b>	[20]	
i.	In IDIC – the relationship building process, ‘C’ stands for: (a) Communicate      (b) Create      (c) Customize      (d) Control	[2]	CO1
ii.	‘Dynamics’ is the CRM software of which organization: (a) Microsoft      (b) Oracle      (c) SAP      (d) IBM	[2]	CO1
iii.	In RFM analysis, RFM stands for: (a) Recently, Frequently, Multiplicity      (b) Recently, Frequently, Monetary (c) Recent, Frequency, Multiplicity      (d) Recency, Frequency & Monetary	[2]	CO1
iv.	The purpose of Market Basket analysis is to determine what products customer _____. (a) Purchases together      (b) Anticipates to buy (c) Considers similar      (d) avoids to buy	[2]	CO2
v.	_____ analysis is related to understand customers’ behavior towards website browsing. (a) Channel Optimization      (b) Clickstream (c) Propensity-to-buy      (d) eCRM	[2]	CO2
vi.	_____ 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	[2]	CO2
vii.	Employees are also known as: (a) Partners      (b) Internal Customers      (c) Social Capital      (d) Servicescape	[2]	CO1

viii.	_____ bond is difficult to build and difficult to break. (a) Social      (b) Customization      (c) Financial      (d) Structural	[2]	CO2
ix.	Customers who are signed up for an online service but who have never used it are described as: (a) Active      (b) Inactive      (c) Dormant      (d) None of the above	[2]	CO1
x.	x. _____ is a key CRM technique to encourage existing customers to recommend friends or colleagues to purchase. (a) Referral      (b) Reactivation      (c) Up-sell      (d) Cross-sell	[2]	CO1

### SECTION B

	<b>Attempt any <u>FOUR</u> questions.</b>	[20]	
Q 2	“CRM is all about enhancing customer experiences.” Comment.	[5]	CO1
Q 3	Explain the concept of Data Warehouse and Data Mining.	[5]	CO2
Q 4	Explain the benefits of RFM analysis.	[5]	CO2
Q 5	Define the term ‘Customer Loyalty’. Explain the loyalty program of any organization.	[5]	CO3
Q 6	What do you mean by call centre? What are the functions of a call centre?	[5]	CO2

### SECTION-C

	<b>Attempt any <u>THREE</u> questions.</b>	[30]	
Q 7	‘Data Protection laws will limit the extent that organizations will be able to pursue CRM activities.’ Discuss and give suitable examples.	[10]	CO3
Q 8	“A dissatisfied customer is an unpaid salesman of your competitor.” Explain and justify the relevance of customer satisfaction and relationship in present marketing scenario.	[10]	CO3

Q 9	Explain the concept of Customer Lifetime Value (CLV). Netflix charges Rs. 200 per month. Variable costs are about Rs 18 per account per month. With marketing spending of Rs. 84 per year, their attrition is only 1% per month. At a monthly discount rate of 1%. What is the CLV of a customer?	[10]	CO2
Q 10	With the help of examples, discuss the concepts and relevance of up selling, cross selling and down selling.	[10]	CO2
<b>SECTION-D</b>			
	<b>Attempt all questions.</b>		
Q 11	As a Store Manager of a retail chain, you realized that the employees are not cooperating enough to implement the program designed by top management towards customer relationship. What would you do? Enlist the complete set of activities and explain how you would carry it out?	[15]	CO3
Q 12	<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> <ul style="list-style-type: none"> <li>(a) Target Customers and Rural Customer Insights</li> <li>(b) Key Campaign Message and Offer</li> <li>(c) Campaign Media Plan &amp; Budget</li> <li>(d) Campaign Execution and Monitoring</li> </ul>	[15]	CO4