

Name:

Enrolment No:



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

**Course: Customer Relationship Management**

**Programme: BBA Core-HRM**

**Time: 03 hrs.Max.**

**Instructions:**

**Semester: III**

**CC: MKTG3001**

**Marks: 100**

**SECTION A (ATTEMPT ALL QUESTIONS) MM 20 CO 1, CO 2**

S. No.

**1. customer relationship management is about**

- a) acquiring the right customer
- b) instituting the best processes
- c) motivating employees
- d) all of the above

**2. CRM technology can help in**

- a) designing direct marketing efforts
- b) developing new pricing models
- c) processing transactions faster
- d) all of the above

**3 \_\_\_\_\_ uses sophisticated mathematical and statistical techniques such as neutral networking and cluster analysis.**

- a) data mining
- b) data survey
- c) crm

**CO 1**  
**CO 2**

d) none of the above

**4. The main drawback of crm is**

a) implementing crm before creating a customer strategy

b) rolling out crm before changing the organization to match

c) stalking, not wooing, customer

d) all of the above

**5. The marketing messages committed to customers wishes is a part of**

a) permission marketing

b) activity marketing

c) supplier marketing

d) none of the above

**6. \_\_\_\_\_ is any occasion on which the brand or product is used by end customers.**

a) customer touch point

b) retailers touch point

c) company touch point

d) none of the above

**7 \_\_\_\_\_ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.**

a) consumer behavior

b) product cycle

c) purchase behavior

d) none of the above

**8. A consumer buying behavior is influenced by**

a) cultural and social factors

b) personal factors

c) both a and b

d) none of the above.

**9. A person's \_\_\_\_\_ are all the groups that have a direct or indirect influence on their attitudes or**

behavior.

a) inspirational groups

b) reference groups

c) dissociative groups

d) none of the above

**10. Process of manage information about customers to maximize loyalty is said to be**

a) company relationship management

b) supplier management

c) retailers management

d) customer relationship management

**Section – B (4x5 = 20 Marks)**

**Note - Attempt any 4 questions. Each question is of 5 marks.**

|     |  |   |               |
|-----|--|---|---------------|
| Q11 | Mention some popular CRM softwares that are being used by the companies. | 5 | CO 1,<br>CO 2 |
| Q12 | Mention different types of CRM strategies                                | 5 | CO 1,<br>CO 2 |
| Q13 | List the factors that are an obstacle for the implementation of CRM      | 5 | CO 2          |
| Q14 | List the important elements of CRM and explain them                      | 5 | CO 2,<br>CO 3 |
| Q15 | Is CRM an extension of marketing concepts? Explain                       | 5 | CO 2          |

**Section – C (2x15 = 30 Marks)**

**Note - Attempt any two questions. Each question carries 15 marks**

|      |   |    |                   |
|------|---|----|-------------------|
| Q 16 | Discuss the use of data mining and data warehousing in CRM            | 15 | CO1<br>CO2<br>CO3 |
| Q17  | What are the different models of CRM? Explain & Analyze               | 15 | CO1<br>CO2<br>CO3 |
| Q18  | Explain the process of selection of profitable customer segmentation. | 15 | CO1<br>CO2<br>CO3 |

**SECTION-D (30 MARKS)**

|     |   |  |                          |
|-----|---|--|--------------------------|
| Q19 | <p><b>TESCO CRM CASE STUDY</b></p> <p><b>Tesco is the second largest retailer in the world measured by profits, and the third largest measured by revenue. Not only does it have stores in 14 countries across Asia, Europe, and North America, but it's also the grocery market leader in the UK, Malaysia, the Republic of Ireland, and Thailand.</b></p> <p><b>Although their success can mostly be attributed to their competitive pricing, comprehensive product and service range, affiliated programs, and global accessibility, their aggressive marketing and CRM strategies have played a central role in helping them retain their competitive advantage and large marketshare.</b></p> <p><b>The Tesco Loyalty Card / Club Card Scheme</b></p> <ul style="list-style-type: none"><li>• <b>One of the worlds most successful loyalty schemes</b></li><li>• <b>Partners with other companies such as gas, hotel and car hire facilities thus giving users more opportunities to earn points</b></li></ul> |  | CO1<br>CO2<br>CO3<br>CO4 |
|-----|---|--|--------------------------|

- **Different schemes for different family members: Tesco Kids Club, Tesco Baby and Toddler Club, Tesco Healthy Living Club, World of Wine Club**
- **Allows for targeted communication, thus, there are over four million variations of its quarterly mailing to ensure that discounts and offers are tailored specifically for the customer**
- **Insights gained from the analysis of shopping patterns were able to be actioned into marketing and retail programs which encouraged customer satisfaction and loyalty to Tesco.**

**Comment Cards**

**Customer Question Time sessions are held twice each year, where 12,000 customers participate. This enables Tesco to gather more data on customer views on product, price, quality, service, and community involvement**

**ANALYZE THE CASE AND EXPLAIN YOUR VIEWPOINTS ON THE SAME. GIVE MORE SUGGESTIONS TO THE COMPANY SO THAT THE COMPANY COULD CREATE MORE CUSTOMER LOYALTY.**