Name: Enrolment No:	UPES

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2019

Course: CRM   MKTG 3001   Semester: V
Programme: BBA O & G
Time: 3 hrs.   Max. Marks: 100
Instructions: Answer all the questions as directed,

SECTION A			5 X 2=10 Marks	
S. No.	**Short Answers ;(5x1=5 marks)** Answer All The Questions		**Marks**	**CO**
Q 1 A)	Delivering vale is akin to doing 'home work'. Home work for which person or persons?		2	1
B)	Marketers must connect with customers –what are the consequences of gaps in connectivity?		2	2
C)	Modern day companies make promises & deliver. Mention at least 2 such companies.		2	2
D)	What is the difference between 'cross selling' & 'up selling'		2	1
E)	Define CRM		2	1
Q 2	**Answer the following questions Briefly each question carries 2 marks.**		**5 x 2 =10 Marks**	
((A)	What do you understand by Saas ? How is advantageous for SMEs.		2	2
(B)	What efforts would you take to minimize or eliminate employee churn in call centers?		2	1
(C)	How do structural ties help the marketing organisations?		2	1
D)	What are 'virtual communities'? How do they help each other?		2	2
E)	What do banners & buttons indicate?		2	2

Answer All the Questions each question carries equal marks			2 x 10 = 20 Marks	
Q.3		Illustrate the 8 P model of the marketing mix. Briefly describe how each element of the mix is customer centric	**5 + 5= 10**	**2**
Q. 4		What is predictive analysis? Does it make predictions about?	**4 + 6= 10**	**3**
Answer any 1 question between question 5a &5b. Question 6 is compulsory. Each question carries 15 marks			**2 x15 = 30 Marks**	
Q 5a		State & elaborate the final 3 steps of the path for CRM Implementation. **OR**	**15**	**3**
Q.5b		What are the different factors that go into the determining the service level to a given customer. What are the remedial steps to be taken to reduce customer dissatisfaction in cases of sub -standard delivery of serves	**7 + 8 =15**	**4**
Q.6		Describe the processes involved from the first visit of the customer to the site to the establishment of a long term relationship by virtue of retention.	**15**	**4**
SECTION-D			**3 x 10=30 Marks**	
Read the extract given below and answers all the following questions. Each question carries 10 marks (10x 3=30)				
Q.7a		From the bio fuel products which are most potential for the consumers use and how would you distribute it?	**10**	**2&3**
.Q.7b		Is it a good idea to produce fuel from wooden pellets? How long do you think they will survive in the "green" environment	**10**	**3**
Q.7c		Which of these biofuels is most likely to replace the fossil fuels/? How many are already successful and prevalent in the market?	**10**	**1,3,4**

1. **Fuel Ethanol Manufacturing Market (DDG & Corn Oil)**
2. **Bio refineries (G2 & G3 Production)**
3. **Biogas**
4. **Biodiesel & Glycerin Manufacturing Market**
5. **Gasification (Sin Gas Production)**
6. **Fuel Pellet Production**

All corn and sugar cane based fuel ethanol plants that also include the production of by-products distillers dried grains and solubles (DDG) a high protein feed additive plus corn oil used as feedstock for biodiesel production.
Biodiesel production from vegetable oils, used for cooking oil and animal fats.
By-products of production also include the refining of glycerin.

Bio refineries that produce ethanol and renewable transportation fuel from second and third generation feed stocks meaning production from non-food feed stocks.
G2 feed stocks include corn Stover and bagasse material, wood chips and wood waste, cow manure, energy grasses and tobacco.
G3 feed stocks include algae, algae oil and seaweed.

Facilities that gasify or liquefy coal into syngas that is thermos-chemically transformed to produce diesel, gasoline, syngas and other fuels using Fischer-Tropsch and other technologies. Syngas can be used as an alternative gas instead of burning fossil fuel.

Facilities that manufacture fuel pellets from wood, grasses and other biomass fired power generation, boilers and home heating application.

Refers to a mixture of different gases mainly a substitute for natural gas produced by the breakdown of organic matter in the absence of oxygen known as anaerobic digesters. Biogas can be produced from raw materials such as agricultural waste, manure, municipal waste, plant material, sewage, green waste or food waste. Biogas is a renewable energy source.