

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Customer Relationship Management
Program: MBA (General - Marketing)
Course Code: MKTG – 8002

Semester: III
Time: 03 hrs.
Max. Marks: 100

SECTION A

S. N.		Marks	CO
Q 1	Attempt all parts. All parts carry equal marks.	[20]	
i.	_____ is the weakest bond. (a) Financial (b) Social (c) Structural (d) Customization	[2]	CO1
ii.	_____ customers demand a lot of attention for very little spending. (a) Platinum (b) Gold (c) Silver (d) Lead	[2]	CO1
iii.	In IDIC – the relationship building process, ‘C’ stands for: (a) Communicate (b) Customize (c) Create (d) Control	[2]	CO1
iv.	In RFM analysis, RFM stands for: (a) Recently, Frequently, Multiplicity (c) Recently, Frequently, Monetary (b) Recent, Frequency, Multiplicity (d) Recency, Frequency, Monetary	[2]	CO1
v.	Employees are also known as: (a) Partners (b) Internal Customers (c) Social Capital (d) Servicescape	[2]	CO1
vi.	In technological environment, IoT stands for: (a) Internet of Technology (c) Internet of Things (b) Internal Office Technology (d) Information on Time	[2]	CO1
vii.	_____ is the CRM software of Microsoft. (a) Salesforce (b) Siebel (c) Dynamics (d) E-Business Suite	[2]	CO1
viii.	_____ are those who show high degree of attachment and low frequency of purchase. (a) Latent Loyal (b) High Loyal (c) Spurious Loyal (d) Low Loyal	[2]	CO1

ix.	_____ is the practice of product or service development that is collaboratively executed by developers and stakeholders together. (a) Co-creation (c) Collective Integration (b) Brand Communities (d) Mutual Relationship	[2]	CO1
x.	_____ is a prediction of the net profit attributed to the future relationship with a customer. (a) Customer Value (c) Customer Profitability (b) Customer Churn (d) Customer Lifetime Value	[2]	CO1
SECTION B			
	Attempt any <u>FOUR</u> questions.	[20]	
Q 2	Differentiate between strategic, operational, analytical and collaborative CRM.	[5]	CO1
Q 3	“Privacy is the fundamental right of the Individual”. With reference to this verdict of the Supreme Court, elucidate the implication of this on CRM practices.	[5]	CO2
Q 4	“Employees are the key differentiators in services organizations”. Justify with example.	[5]	CO2
Q 5	Analyze the implications of up-selling and cross-selling in e-commerce industry.	[5]	CO2
Q 6	As the store manager of an organized retail outlet, you found one of the most valued customers was supplied products with expiry date. Next time, he was billed wrongly. With this state of service, he warned to leave your store and publish his grievances in the local newspaper and social media. What would be your course of action?	[5]	CO3
SECTION-C			
	Attempt any <u>THREE</u> questions.	[30]	
Q 7	“The basic purpose of marketing is to enhance the customer value.” Comment and describe various elements of customer value. Give suitable examples.	[10]	CO2
Q 8	As a responsible marketing head of an airline firm, 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?	[10]	CO3

Q 9	Why should marketers consider segmentation as an important marketing decision? Critically evaluate the market segments for Pantaloons, Planet Fashion and The Collective brands of Aditya Birla Apparel fashion. What are the value propositions of each of these brands for different market segments?	[10]	CO3
Q 10	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
SECTION-D			
	Attempt all questions.	[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 personnel 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.	[10]	CO3
Q 12	KK Sweets is one of the famous sweet shops of Dehradun, operating since 1951. KK sweets has been synonymous to excellent quality sweets in Dehradun and suburbs. Recently, KK Sweets is concerned due to declining market share and low sales. KK sweets is facing tough competition from well-established chain players such as Nathu Sweets, Gulab Sweets, Bikanerwala. Besides this, some locally grown players are also doing well in their native areas and offering good quality products to customers at almost similar prices. Customers are also preferring packaged sweets like Haldiram's, Bikano and similar others. In this alarming situation, KK Sweets is looking for some concrete marketing plan for defending the market share and retaining existing customers. Suggest some marketing strategies (related to 4Ps, social media, Customer relationship management) for KK Sweets for handling these issues.	[20]	CO4