

Name:
Enrolment No:



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

Course: Customer Relationship Management
Program: BBA(LM)
Course code: MKTG 3001
Instructions:

Semester: V
Time: 03 Hours
Max. Marks: 100

SECTION A

(20 Marks)

Q.1	Multiple choice questions- 2 marks each	20 Marks
i)	Relationship marketing has been strongly influenced by a) Re-engineering b) Cost planning c) Brand loyalty and planning d) Market structure e) All of these	2 Marks CO3
ii)	For making customer relationship management succeed in organizations, which of the following aspect should a marketing manager add in his plans? a) Capturing a customer's life time value b) Creating a sense of community surrounding a brand c) Building overall customer equity d) Owning customers for life e) All of the above	2 Marks CO2
iii)	The objective of CRM in an organisation is to a) Enhance its effectiveness by understanding its customers, b) Develop integration between all its stakeholders, dealers and customers c) Enhancing its marketing effectiveness d) All of the above e) None of the above	2 Marks CO1
iv)	The aim of CRM process in marketing and service organisations is to a) Strive hard & retain old customers b) Look for new customers c) Attract the target market d) All of the above e) None of the above	2 Marks CO 3
v)	DBMS helps us achieve a) Data independence b) Centralized control of data c) Neither (a) nor (b) d) Both (a) and (b)	2 Marks CO2

vi)	Data mining is also referred as a) Discovery of knowledge in database b) Cleaning of data c) Extraction of data d) Management of data	2 Marks CO4
vii)	A data warehouse is a) Updated by end users b) Contains numerous tables and formats c) Organized around important subject areas d) Contains only current data	2 Marks CO3
viii)	FAMS stand for a) Fraud and abused management system b) Fault and abuse management system c) Fast and accurate monitoring system d) None of these	2 Marks CO4
ix)	The difference between CRM and e-CRM a) e-CRM uses more of e-commerce tools in its process than CRM b) e-CRM uses m-commerce in its process than CRM c) there is no difference between CRM and e-CRM d) all of the above e) none of the above	2 Marks CO1
x)	Frequent flyer programs offered by airlines are an example of a a) Club marketing program b) Basic customer relationship c) Frequency marketing program d) Structural benefit provided for top customers e) Consumer relationship management technique	2 Marks CO5
SECTION B (20 Marks)		
Q.2:	What limits the applicability of mass customization?	5 Marks CO5
Q.3:	Explain the essentials of an effective customer care function.	5 Marks CO4
Q.4:	Write short notes on: a) Cross-selling b) Communication & information <i>Or</i> Mission & Culture	5 Marks CO2 & CO1
Q.5:	Define e-CRM. How it is different from CRM?	5 Marks CO3
SECTION-C (30 Marks)		
Q.6:	What is data mining? Explain the need and benefits of data mining?	15 Marks CO3

Q.7:	<p>How can we improve the size and the quality of the customer database? How a company can acquire the right customers?</p> <p style="text-align: center;"><i>Or</i></p> <p>Why do so many CRM projects fail? Name them ten reasons and explain your answer.</p>	<p>15 Marks CO4</p>
<p>SECTION-D (30 Marks)</p>		
<p>Case Study</p>		
<p>CRM at an Indian Kirana Store</p> <p>Today, CRM is considered as a new trend in business but this practice is not new to India. This practice was followed by our old retailers, the kirana stores. Kirana store owners used to maintain good relationship with their customers and took care of their requirements personally. Although the scale of the practice was much small, these merchants knew the preferences, interests, needs and wants of their customers. They knew about the happenings and events in their families, emergencies, financial issues, etc., as they maintained a personal touch with them. The merchants even used to offer credit to them at times, even had trust in them and accepted cheques if required, arranged home delivery at a nominal cost, etc.</p> <p>This was all possible as they knew their customers personally also of their financial abilities as well as their needs. The merchants always rendered a helping hand at the time of emergency and thus gained the trust and loyalty of customers. There was the true bond that existed in the Indian market before the emergence of the organized retail stores. Thus kirana stores were able to sell the right products to the right customers at the right price. But with the advent of organized retail, these personal bonds started to relax. Organizations today are trying to build artificial relationships where the customer loyalty and trust are only superficial. They are enrolling customers as members, but the customers do not trust the retailers because there is no real relationship between them as they lack human touch. This is one of the reasons why some kirana soaps are still thriving by enhancing personal services in the form of home delivery and credit keeping. Brand retailers must, therefore, do a thorough root cause analysis to find the missing links. In the process of CRM building, the strategy of relationship building with customers can be implemented in their systems to gain customer trust. They can take further cue from the dabbawallas of Mumbai, who have proved their excellence in supply chain.</p> <p>But with the emergence of social media, CRM features might change and in building better customer relationships. This is only be possible if the organization leverages itself properly on building trust rather than using the customer as a tool to gain information. Social CRM might be one of the strategic keys for unlocking customer relationship tactics used by kirana shops. Patience is the key in implementing these programmes as many of these fail unless the retailer recognizes the benefits of social CRM. It will only succeed if social CRM is followed consistently, with an objective to enhance customer trust/relation.</p>		
Q.8:	<p>What are the reasons for kirana stores to thrive in some places in spite of the advent of organized retail stores?</p>	<p>15 Marks CO1</p>
Q.9:	<p>Why is CRM necessary in a retail store? How is it being practiced in a kirana store?</p> <p style="text-align: center;"><i>Or</i></p> <p>Suppose, you have been appointed as a consultant of a decade old successful kirana store in a market place in Delhi, which has a sound customer base. But, upcoming organized retail is posing a big threat to them. Suggest various CRM initiatives, which can help them in regaining their lost market share.</p>	<p>15 Marks CO5</p>