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| Name: |  UPES UNIVERSITY WITH A PURPOSE |
| Enrolment No: | |

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2020

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| Course: Customer Relationship Management | Semester: IV |
| Program: MBA (PSM) | Time: 3 Hrs. |
| Course code: MKTG8002 | Max. Marks: 100 |
| Instructions: All questions are compulsory(choice in Section C) | |

SECTION A **(6 * 5 Marks Each = 30 Marks)**

| Q.1: | | | |
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| i) | Why customers do NOT want relationships with suppliers a. Fear of dependency b. Lack of confidence in the supplier c. Rapid technological changes d. All of the above | | CO1 |
| ii) | Which one of these are element of CRM? a. Develop a Customer-Centric Strategy b. Create a Customer-Centric Culture c. Harness the Power of Customer Information d. All of the above | | CO1 |
| iii) | _____uses sophisticated mathematical and statistical techniques such as neutral networking and cluster analysis. a. Data mining b. Data survey c. CRM d. None of the above | | CO1 |
| iv) | Customers having _____ are fee sensitive a. High Involvement b. Low Involvement c. No Involvement d. None of the above | | CO1 |
| v) | Process of building, organizing and using databases of customers to build customer relationship is known as | | CO1 |
| vi) | _____ is a key e-CRM technique to follow-up a customer when they abandon a shopping cart to encourage them to buy a. Personalization b. Reactivation c. Referral, d. Recommendation or advocacy e. None of the above | | CO1 |

SECTION B **(10* 5 Marks Each=50 Marks)**

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| Q.2: | With the help of example explain strategically significant customers | 10 Marks | CO2 |
| Q.3: | Write short note on life time value. | 10 Marks | CO2 |
| Q.4: | Difference between CHAID and CART analysis | 10 Marks | CO3 |
| Q.5: | What do you understand by up selling? Explain with the help of an example. | 10 Marks | CO3 |
| Q.6: | Explain the RFM technique. OR Under what circumstances does direct mail remain the preferred communication tool? | 10 Marks | CO3 |
| Note: Attempt any one out of two | | SECTION-C | (20 Marks) |
| Q 7: | CRM systems may be employed for companies which implement an operational excellence strategy. In this case the demands placed on the CRM system are different from those found in companies which implement a customer intimacy strategy. Indicate the difference between the two in various areas of CRM. | 20 Marks | CO4 |
| Q. 8: | Characteristic of the internet is that users are sitting in the driver's seat. Attempts to change this generally lead to frustration and resistance on the part of customers. Explain five situations on the internet in which consumers put up resistance when they lose control over their surfing behavior | 20 Marks | CO4 |