

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: BBA-Auto Marketing
Subject/Course: Customer Relationship Marketing
Course Code: MKTG3001

Semester : IV
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

	Note : Attempt All Questions	Marks	COs
Q.1	To what extent is the organization of a supermarket equipped to implement a customer intimacy strategy? Explain your answer.	20	CO3
Q.2	Which recommendations would you give to Amazon.com to help it realize a price premium program for loyal customers?	20	CO3
Q.3	Under what circumstances does direct mail remain the preferred communication tool? List five situations.	20	CO2
Q.4	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	CO4
Q.5	It is a challenge for marketers to construct a customer profile with a minimum of indicators and/or criteria which nonetheless sketch a rich profile. (a) Formulate 15 criteria for an automotive company with which the customer profile may be developed within the framework of the relationship policy. Indicate the source from which these data are likely to be collected.	20	CO4

ANSWERS

