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

Course: Customer Relationship Management   **Semester: IV**
Program: MBA(AVM)   **Time: 3 Hrs.**
Course code: MKTG8002   **Max. Marks: 100**
Instructions: Attempt all questions(choice in section c)

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

Q.1:			

i)	Consumers having a natural tendency to _____ their selections
	   a. Increases
	   b. Decrease
	   c. Keeping it constant
	   d. None of the above
			CO1

ii)	Key ingredients used in B2B relationships
	   a. trust
	   b. respect
	   c. care
	   d. comfort
	   e. all of them
			CO1

iii)	What is the importance of Mobile devices in the success of CRM?
	   a. They help in browsing data online
	   b. They help build customer loyalty and trust.
	   c. Both A&B
	   d. None of the above
			CO1

iv)	"The Sales Representative can also view the list of customers available in the PDA on the
	basis of ?"
	   a. Customer ID & Customer Name
	   b. Customer ID or Customer Name
	   c. Customer Name
	   d. None of the above
			CO1

v)	………consists of the belief, values and norms which are adhered to by the people within the organization		**CO1**

vi)	_____ play a significant role and provide a strong base for new customer acquisition.
	   a. Advertising on TV
	   b. Referrals from family/friends
	   c. Low Price Strategy
	   d. All of the above
			CO1

SECTION B		(5* 10 Marks Each -50 Marks)	
Q.2:	With the help of examples describe the types of data.	**10 Marks**	**CO2**
Q.3:	Explain the steps in data analysis process.	**10 Marks**	**CO2**
Q.4:	Describe the types of complainers.	**10 Marks**	**CO1**
Q.5:	What are the essential features of an effective e-CRM?	**10 Marks**	**CO2**
Q.6:	Under what circumstances will deep selling produce a more economically desirable result than cross selling? OR Taking example from the industry explain the significance of Balanced Scorecard	**10 Marks**	**CO3**
Note: Attempt any one out of two	**SECTION-C**	**(20 Marks)**	
Q. 7:	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**
Q.8:	Taking at least two examples from the Aviation industry, describe the path you would like to take to arrive at segmentation for strategic marketing objectives.	**20 Marks**	**CO4**