

Name:	
Enrolment No:	

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

Course: Customer Relationship Management

Semester: VI

Program: BBA (E-Business)

Time: 3 Hrs.

Course code: MKTG3001

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 advantages of complaint handling.	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 Describe the types of complainers	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:	If too many companies send unsolicited e-mails to companies and consumers, this effective communication tool can gain an unfavourable reputation and its efficiency can suffer as a result. What can you do as a commercial company to prevent this from occurring with your customers? Illustrate your answer.	20 Marks	CO4