



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – Dec, 2021

Program: BBA-LM
Subject/Course: Customer Relationship Management
Course Code: MKTG3001

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

Note : Attempt All Sections

	Section-A Attempt all. Each question carries 2 marks Instruction: Choose the correct answer/Complete the statement	CO
Q.1	When the goal is not to get the complaint satisfied but rather to win by getting something the customer is not entitled to receive, is a type of _____. a) High-Roller customer b) Aggressive customer c) Meek Customer d) Rip-Off customer	CO1
Q.2	_____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis. a) Data mining b) Data survey c) CRM d) None of the above	CO1
Q.3	Which statement is not true regarding what CRM approach tries to gather and analyze data about customers' a) Future with a company to improve business relationships b) Focusing on retaining customers c) To gain sales and profit with customers	CO1
Q.4	First step in analysis of customer value is to a) Identify customers value attributes b) Assessing attributes importance c) Assessing company's performance d) Assessing competitors performance	CO1
Q.5	"Sales Force Automation refers to automation of all the actions related to _____ in an organization." a) Buying b) Reselling c) None d) Selling	CO1

Q6.	_____ is responsible for an efficient association with customers with the help of e-mails, telecommunication, SMS, websites, or by face-to-face interaction : a) Collaborative CRM b) Analytical CRM c) Operational CRM d) Geographical CRM	CO1
Q7.	CRM technology can help in a) Designing direct marketing efforts b) Developing new pricing models c) Processing transactions faster d) All of the above	CO1
Q8.	The method used to assess real cost of providing services to an individual customer is a) Cost based accounting b) Activity based accounting c) Turnover based accounting d) Price based accounting	CO1
Q9.	Programs designed for customers which is limited to any affinity group are classified as a) Club membership programs b) Royalty programs c) Loyalty programs d) Group membership programs	CO1
Q10.	In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences. a) Web services b) Customer-facing c) Client/server d) Customer valuation e) Personalization	CO1
	Section-B Attempt all questions. Each question carries 5 marks Instruction: Write short/brief notes	
Q11.	With the help of examples discuss the different forms of mass customization.	CO2
Q12.	Using examples discuss the elements of call center	CO2
Q13.	Classify the internet payment options	CO1
Q14.	Describe the different phases in the analysis process	CO2
	Section-C Attempt all three, each question carries 10 marks	
Q15.	You are the relationship manager of Taj hotel, what strategies you will develop to manage relationships with your customers and what	CO3

	channels you would chose to communicate	
Q16.	The development of trust in the Internet and the website takes place through a dynamic process. Illustrate using examples the six factors which have been identified with which a supplier may gain the trust of its customers.	CO3
Q17.	Choose an organization of which you are a customer, describe yourself as a customer and provide concrete information on which data must be registered in order to be able to describe you as a customer. OR Under what circumstances does direct mail remain the preferred communication tool? List five situations.	CO3
	Section-D Both questions compulsory. Each question carries 15marks Instruction: write long answer	
Q18.	In order to be able to process the transaction online, a decision has to be made about payment systems. A large number of parties are active in the supply of payment systems. As a customer share your experience of online shopping, collecting instances where different payment options were chosen by you and also share any challenges you faced.	CO4
Q19.	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. Write five situations on the internet in which consumers put up resistance when they lose control over their surfing behavior. OR Banks have a very few customers who end the relationship. People are generally not quick to close a current account. Does this mean that a retention analysis for a bank is of little use? Or do you see potential for a retention analysis.	CO4