UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Customer Relationship Management **Semester: III**
Program: BBA(OG), BBA (GES) **Time : 03 hrs.**
Course Code: MKTG 2035 **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Answer the following questions:	2 Marks	CO1
(i)	Increased use of e-commerce and the capabilities of CRM has exposed customers to a) Online shopping b) Shopping in brick & mortar c) Multichannel shopping d) None of these	2 Marks	CO1
(ii)	_____ 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	2 Marks	CO1
(iii)	The main drawback of CRM is a) Implementing CRM before creating a customer strategy b) Rolling out CRM before changing the organization to match c) Stalking, not wooing, customers d) All of the above	2 Marks	CO1
(iv)	Data about data is: a) Table b) Integration c) database d) metadata	2 Marks	CO1
(v)	With the changed expectations of consumers, companies are bringing better technology as well as products in different _____ a) Media b) varieties c) Scenarios d) price segments e) none of these	2 Marks	CO1
(vi)	_____ once thought as a fad has changed the rules of the industry today. a) Promotion b) Advertising c) Internet d) Direct marketing e) None of these	2 Marks	CO1
(vii)	Process plays an important part in the implementation of CRM because of _____ a) Its visualization from the point of the company b) Its visualization from the point of the customer	2 Marks	CO1

	c) Its contact with the customer-facing operations d) None of the above e) All of the above		
(viii)	_____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants. a) Consumer behavior b) Product cycle c) Purchase behavior d) None of the above	**2 Marks**	**CO1**
(ix)	This is a central point in an enterprise from which all customer contacts are managed. a) contact center b) help system C) multichannel marketing d) call center e) help desk	**2 Marks**	**CO1**
(x)	This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. a) best practice b) data mart C) business information warehouse d) business intelligence e) business warehouse	**2 Marks**	**CO1**
SECTION B **4Qx5M= 20 Marks**			
Q. 2	What is the applicability of mass customization?	**5 Marks**	**CO2**

Q. 3	Write short notes on:
	  a) Customer Loyalty
	  b) Customer Retention
	     Or
	  Green CRM
		5 Marks	**CO2**

Q.4	What are the objectives of CRM in an organization?	**5 Marks**	**CO2**
Q. 5	What is the relationship between trust and commitment? Elaborate your answer with example.	**5 Marks**	**CO2**
SECTION-C **3Qx10M=30 Marks**			
Q. 6	In your opinion, what is influence of the Internet in enhancing the loyalty of consumers in companies? Explain the same with the help of an example of a service sector.	**10 Marks**	**CO3**
Q.7	How can data analysis useful in organizations? Explain the whole process in detail?	**10 Marks**	**CO3**
Q. 8	What is the future of CRM in India? Support your answer with examples.	**10 Marks**	**CO3**

	SECTION-D **2Qx15M= 30 Marks**		
Q. 9	How will you construct a customer profile for your company when you have minimum number of indicators? List 15 criteria that you feel will help you in developing the customer profile within the framework of your company's relationship policy. *Or* You are being appointed a CRM specialist for the newly established airlines, ABC which intends to start its operations in India soon. Present a plan to the top management about how you will use CRM to connect with your customers and enhance the acceptance of your services in a cut-throat scenario.	**15 Marks**	**CO4**
Q. 10	Companies in the competitive environment today want to establish relationship with their customers, but do customers intend to build relationship with these companies? Discuss with suitable examples.	**15 Marks**	**CO4**