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

Course: Customer Relationship Management **Semester:** III
Program: MBA (Marketing) **Time:** 03 Hours
Course Code: MKTG – 8002 **Max. Marks:** 100

SECTION A

S. N.		Marks	CO
Q 1	**Attempt all parts. All parts carry equal marks.**	**[20]**	
i.	Which form of a bond shopping card and shopping points? (a) Financial (b) Social (c) Structural (d) Customization	**[2]**	**CO1**
ii.	Domino's Pizza promises a 30-minutes home delivery. If there is a delay beyond these 30 minutes, the customer will get the Pizza free. This is an example of? (a) Customer Lifetime Value (b) Service Quality (c) Assurance (d) Service Guarantee	**[2]**	**CO1**
iii.	As a customer, you are dissatisfied with your bank and reduced the frequency of your transactions. You opened a separate bank account with another bank, and you shifted most of your transaction, but you left old account idle. What phenomenon did your first bank experience? (a) Customer retention (b) Customer attraction (c) Customer Defection (d) Customer Loyalty	**[2]**	**CO1**
iv.	In marketing, the 'Moment of Truth' means: (a) An actual sales situation (b) Organization accepts apology for wrong services (c) A service failure situation (d) First interaction between employee and customer	**[2]**	**CO1**
v.	Which one of the following is not true about Customer Value: (a) It is the difference between prospective customers' evaluation of all benefits & costs of an offering. (b) Value is subjective in nature. (c) Customer value is generally fixed in nature irrespective of competitors and customers. (d) There are three elements of customer value: Economical, Functional, and Emotional.	**[2]**	**CO1**

vi.	In IDIC – the relationship building process, 'C' stands for: (a) Communicate (b) Customize (c) Create (d) Control	**[2]**	**CO1**
vii.	Lenskart uses sophisticated technologies to let customers try on different spectacles during the selection process. What kind of a bond Lenskart is attempting to leverage? (a) Financial (b) Social (c) Structural (d) Customization	**[2]**	**CO1**
viii.	In businesses that enjoy a membership type relationship, customers: (a) Switch often (b) May not switch, but are constantly looking for other options (c) Stay with the firm for a relatively longer time (d) None of the above	**[2]**	**CO1**
ix.	_____ customers demand a lot of attention for very little spending. (a) Platinum (b) Gold (c) Silver (d) Lead	**[2]**	**CO1**
x.	_____ is a multi-period evaluation of a customer's value to the firm in net present value. (a) Customer Retention Rate (b) Defection Rate (c) Customer Lifetime Value (d) Customer Share of Wallet	**[2]**	**CO1**
	SECTION B		
Q 2	Would low-ticket items (coffee, candy, sodas) benefit from loyalty programs? What kind of incentives might work best?	**[5]**	**CO2**
Q 3	"Companies want relationships with customers, but do customers want relationships with companies?" Comment.	**[5]**	**CO2**
Q 4	How important is it for a business to have a social media network account on Facebook, Twitter, Instagram, or another popular site?	**[5]**	**CO2**
Q 5	Explain the concept of 'Pyramid of Relationship' using appropriate example.	**[5]**	**CO2**
	SECTION C		
Q 6	"In the age of digitalization and internet, the concept of privacy is a myth." Explain with the help of suitable example. Also, suggest some strategies that can be used by organizations to improve privacy protection and handle customer data responsibly?	**[10]**	**CO3**

Q 7	You are a consultant to a credit card organization that wants to establish a loyalty program. The CEO has just read about how most loyalty programs result in money-losing propositions. You have fifteen minutes to present your argument to alleviate the CEO's concerns. Prepare and outline the essence of your arguments and relevance of introducing a loyalty program.	[10]	CO3
Q 8	As the responsible marketing head of a business organization, do you think there are advantages to managing the online reputation of the business in the age of social media? Justify your arguments with the help of some real-life corporate examples. Also, suggest some ways to manage and improve the reputation of business organizations in the digital age. **OR** How would you design customer acquisition & retention strategy for the following brands/organizations operating in a competitive organized market: (a) Facebook　　　　　(b) Upstox　　　　　(c) Coursera	[10]	CO3
	SECTION-D		
Q 9	As per the Gartner Research, a well-thought-out vision, organization culture, and effective leadership provide the basis for creating a customer-centric enterprise. Here are five mission statements of global organizations. Read them carefully and analyze: (a) Which one is the best statement in your opinion and why? (b) Which mission statement is the best and poorest in terms of customer-centricity? Why? (c) Modify anyone mission statement keeping customer-centricity in mind and provide the justification. **Starbucks:** To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time. **Jio:** To digitally transform India. **Snapchat:** To empower people to express themselves, live in the moment, learn about the world, and have fun together. **Zara:** To give customers what they want and get it to them faster than anyone else. **BYJU's:** To create new-age, global learning tools that are seated at the cross-section of technology, interactive content, and personalized learning methodologies.	[15]	CO4

Q 10	Stanza Living is a technology-enabled housing concept that provides fully furnished residences or hostels with amenities like meals, internet, laundry services, housekeeping, security, and community engagement programs. Founded by Anindya Dutta and Sandeep Dalmia, the company is present across 23 cities including Delhi, NCR, Bangalore, Visakhapatnam, Hyderabad, Chennai, Coimbatore, Indore, Pune, Baroda, Vijayawada, and Dehradun in India, with a capacity of 55,000 beds. By realizing the potential of Dehradun – one of the education hubs of India -Stanza Living entered in Dehradun market just before the COVID pandemic. However, due to the lockdown and online mode of education, the company did not perform well in the entire 2020 and the first half of 2021. Now, Stanza Living has started promoting itself aggressively in the Dehradun market. The company has engaged in long-term lease agreements with property owners/developers, who have converted their assets into shared living residences as per company guidelines. These assets are now being operated by Stanza Living. Stanza Living is facing tough competition from well-established hostel chains. Besides this, some local hostel providers and unorganized (low-scaled) accommodation service providers are also doing well and offering good quality facilities and services to students at reduced prices or almost similar prices. Educational Institutions have started constructing hostels on campus. Students and parents prefer in-campus hostel accommodations due to security and other concerns. In this alarming situation, Stanza Living is looking for a concrete marketing plan for defending its market share, retaining existing customers, and attracting new customers. Suggest some marketing strategies (related to 4Ps, social media, and Customer relationship management) for Stanza Living for handling these issues and earning profits.	[15]	CO4