



Name:	
Enrolment No:	

UPES
End Semester Examination, December 2023

Course: Customer Relationship Management Program: BBA core (marketing), Int BBA MBA Course Code: MKTG 3001	Semester: V Time : 03 hrs. Max. Marks: 100
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Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	MCQ (i – iii)/Short note (iv – x)		CO1
i.	What does a relationship policy in the context of business and customer relationships typically include? a. Legal contracts between a business and its customers. b. Guidelines for maintaining customer satisfaction and trust. c. Pricing strategies for products and services. d. Marketing campaigns to attract new customers.	2 Marks	CO1
ii.	Customer-supplier relationship management primarily focuses on: a. Increasing customer loyalty. b. Reducing production costs and optimizing supply chains. c. Identifying market segments for potential expansion. d. Enhancing employee engagement within the organization.	2 Marks	CO1
iii.	What does Customer Lifetime Value (CLV) represent? a. The profit from a single customer transaction. b. The total revenue a company generates in a year. c. The predicted value a customer will bring to a business over their entire relationship. d. The cost of acquiring a new customer.	2 Marks	CO1
iv.	TQM	2 Marks	CO1
v.	TPA	2 Marks	CO1
vi.	Customer Defection	2 Marks	CO1
vii.	e- CRM	2 Marks	CO1
viii.	Data Mining	2 Marks	CO1
ix.	Cross Selling/Up selling	2 Marks	CO1
x.	Call Center Management	2 Marks	CO1

SECTION B

4Qx5M= 20 Marks			
Q. 2	Why do CRM projects fail?	5 Marks	CO2
Q. 3	What is the difference between a data warehouse and a datamart?	5 Marks	CO2
Q. 4	In what ways can a company build and nurture customer loyalty in the age of increasing competition and choice?	5 Marks	CO2
Q. 5	Explain how CRM helps in understanding the customer's views?	5 Marks	CO2
SECTION-C			
3Qx10M=30 Marks			
	Statement of question		
Q.6	<p>A characteristic of professional services is that an expert, such as a doctor or lawyer, helps customers in exchange for payment.</p> <p>(a) How would you typify the balance of power in these relationships? (b) What role does the capacity for empathy play in these relationships? (c) Under what circumstances can mutual commitment exist in these types of relationships?</p>	10 Marks	CO3
Q.7	How does understanding a customer's unique needs and preferences contribute to the development of a compelling individual value proposition? Explain with suitable examples.	10 Marks	CO3
Q.8	What are the key challenges in maintaining customer retention when dealing with diverse customer segments, and how can these challenges be overcome? Support with suitable example.	10 Marks	CO3
SECTION-D			
2Qx15M= 30 Marks			
Q.9:	<p>SilverBank, a prominent financial institution, was facing challenges with increasing customer churn rates and a decline in cross-selling success. They recognized the need to improve customer relationships. SilverBank introduced a CRM system to centralize customer data, including transaction history, demographics, and service interactions. The data analysis helped predict customer needs and preferences. The CRM system improved cross-selling success rates by 20% and reduced customer churn by 10%. Customer satisfaction and loyalty increased significantly.</p> <p>1. How did SilverBank utilize CRM to consolidate customer data and predict customer needs?</p>	15 Marks	CO4

	2. What specific outcomes resulted from the CRM implementation in terms of cross-selling success, customer churn, and customer satisfaction?		
Q.10	<p>A call center is collecting a large amount of customer feedback, but they struggle to make meaningful insights from it. How can the manager improve the process of analyzing customer feedback and using it to drive improvements?</p> <p>1. What tools or technologies can be implemented to automate the collection and analysis of customer feedback?</p> <p>2. How can the manager categorize and prioritize feedback for action?</p>	15 Marks	CO4