

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, December 2020**

**Course: Customer Relationship Management**  
**Program: BBA (Oil & Gas Marketing)**  
**Course Code: MKTG – 3001**

**Semester: V**  
**Time: 3 Hours**  
**Max. Marks: 100**

**SECTION A**

- 1. Attempt all questions. Each question carries 5 marks.**
- 2. Instruction: Complete the given statements.**

S.N.	Questions	CO
Q1	The major differences between goods and services are _____, _____, _____, and _____.	CO1
Q2	_____ loyalty refers to the actions that customers have demonstrated toward a particular product or service; and _____ loyalty refers to customers' favorable perception toward a particular product or service. Customers, who do not have _____ loyalty, generally terminate the relationship with the organization at the earliest available opportunity.	CO1
Q3	Netflix charges Rs. 200 per month. Variable costs are about Rs 18 per account per month. With marketing spending of Rs. 84 per year, their attrition is only 1% per month. At a monthly discount rate of 1%. The calculated Customer Lifetime Value (CLV) is _____.	CO1
Q4	In IDIC – the relationship building process, 'IDIC' stands for _____, _____, _____ and _____.	CO1
Q5	Four stages of CRM Implementation Roadmap in the organization are _____, _____, _____ and _____.	CO1
Q6	In the Key Account Management (KAM), based on level of engagement the various stages are _____, _____, _____, _____ and _____.	CO1

### SECTION B

**1. Attempt all questions. Each question carries 10 marks.**

**2. Instruction: Write your views/arguments. Give suitable examples to justify your views.**

Q7	Explain the relevance of Financial, Social and Customization bond in developing relationship with customers. Give suitable examples.	CO2
Q8	What are the potential risks of targeting new customers with generous promotional offers? How might an online food delivery organization mitigate these risks?	CO2
Q9	“Employees satisfaction leads to customer satisfaction”. Comment and suggest the appropriate practices for the service organizations to keep employees motivated towards implementation of the CRM program.	CO2
Q10	As a responsible marketing head of Oil & Energy products marketing firm, do you think there is an advantage in competing on personal service rather than price? Also, how can you personalize your services to improve customer service and achieve the highest levels of customer satisfaction?	CO3
Q11	You are a Customer Relationship Manager, and you would like the approval of senior management for investment in designing and launching a loyalty program. You have fifteen minutes to present your argument to the board. Outline the essence of your arguments and structure of the Loyalty Program.	CO3

### SECTION-C

**1. Attempt the given question. It carries 20 Marks.**

**2. Instruction: Write your detailed views/arguments.**

Q12	KK Sweets is one of the famous sweet shops of Dehradun, operating since 1951. KK sweets has been synonymous to excellent quality sweets in Dehradun and suburbs. Recently, KK Sweets is concerned due to declining market share and low sales. KK sweets is facing tough competition from well-established chain players such as Nathu Sweets, Gulab Sweets, Bikanerwala, etc. Besides this, some locally grown players are also doing well in their native areas and offering good quality products to customers at almost similar prices. Customers are also preferring packaged sweets like Haldiram’s, Bikano and similar others. In this alarming situation, KK Sweets is looking for some concrete marketing plan for defending the market share and retaining existing customers. Suggest some marketing strategies (related to 4Ps, social media, Customer relationship management) for KK Sweets for managing these issues.	CO4
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