

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**Online End Semester Examination – May 2021**

**Program: MBA (LSCM, AVM)**  
**Subject/Course: Customer Relationship Management**  
**Course Code: MKTG8002**

**Semester: IV**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**Instructions:**

1. The student must *write his/her name and enrolment no.* in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B & C: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to *mention correct question numbers* while answering them on Plain white A4 Answer She

**SECTION A**

1. Each Question will carry 5 Marks
2. Instruction: Multiple choice questions..

S.No	Question	CO
Q 1.	Which one of the following is CRM Technology A. Full CRM B. Partial CRM C. Operational CRM D. None of the Above	CO1
Q 2.	_____ is the capture, storage, extraction, processing, interpretation and recording customer data to the user. A. Full CRM B. Collaborative CRM C. Operational CRM D. Analytical CRM	CO1
Q 3.	Select the correct sequence of steps in Customer Life Cycle A. Reach, Acquisition, Conversion, Retention and Loyalty B. Reach, Conversion, Acquisition, Retention and Loyalty C. Conversion ,Reach, Acquisition, Retention and Loyalty D. Reach, Conversion, Retention , Acquisition and Loyalty	CO1
Q 4.	_____ improves the product quality according to the expectations of the customer.	CO1

	A. Personalization B. Customization C. Up Selling D. Cross Selling	
Q 5.	In e-CRM, customer retention refers to: A. a communications strategy with existing customers to deliver messages through e-mail, SMS and traditional media. B. tailoring of messages in line with customer preferences and behaviors. C. delivery of communications offering the next best product (cross-sell and up-sell). D. All of the above	CO1
Q 6.	_____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

**SECTION B**

- 1. Each question will carry 10 marks**  
**2. Instruction: Write short / brief notes**

Q7.	Analyze the influence of social networks on the development of trust and commitment in bilateral relationships between customers and organizations. Illustrate your answer for a company of your choice in the service industry.	CO2
Q8.	What criticisms can you offer for categorising customers into groups according to their current and/or potential profit contribution?	CO2
Q9.	Why is it important when performing a retention analysis to include just as many 'quitters' as 'stayers' in the data set? Explain your answer.	CO3
Q10.	If too many companies send unsolicited e-mails to companies and consumers, this effective communication tool can gain an unfavourable reputation and its efficiency can suffer as a result. What can you do as a commercial company to prevent this from occurring with your customers? Illustrate your answer.	CO3
Q11.	In viral marketing campaigns organisations can use films that will be edited by customers. They can give the video their own 'look and feel'. What is an advantage and what is a disadvantage of consumers editing the original film?	CO3

**SECTION C**

- 1. This section carries 20 Marks.**  
**2. Instruction: Write long answer.**

Q12.	<p>a. Krishnan and Prahalad state that striving for mass customisation does not offer a prospect for future lasting competitive advantage. It is characteristic of these organisations to compete against others and narrow their scope to the existing market rather than exploring opportunities to improve the value for customers. Interesting technological and social developments are being left un-catered to and therefore opportunities to improve value creation for customers are left unused. Please illustrate this statement with two examples. <b>(10 Marks)</b></p> <p>b. A company wishes to launch new toothpaste, which could prevent tooth cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. As marketing executive prepare a market research strategy to attract new customers as well as to retain existing customers, what type of customer relationship management strategy is required and so the company's new brand could be established in the market. <b>(10 Marks)</b></p>	CO4
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