

Name:  
Enrolment No:



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**

**Online End Semester Examination – May 2021**

**Program: B.Com (Hons.) Banking, Management and Insurance**  
**Subject/Course: Customer Relationship Management**  
**Course Code: MKTG3014**

**Semester: VI**  
**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.	_____ is the communication center, coordination network that provides neural paths to customer and its suppliers A. Full CRM B. Collaborative CRM C. Operational CRM D. Analytical CRM	CO1
Q 2.	_____ provides companies with a means to conduct interactive, personalized and relevant communications with customers across both electronic and traditional channels. A. E-CRM B. CRM C. Full CRM D. Partial CRM	CO1
Q 3.	_____ improves the product quality according to the expectations of the customer. A. Personalization B. Customization C. Up Selling D. Cross Selling	CO1

Q 4.	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	CO1
Q 5.	_____ is any occasion on which the brand or product is used by end customers. a) Customer touch point b) Retailers touch point c) Company touch point d) None of the above	CO1
Q 6.	Process of manage information about customers to maximize loyalty is said to be a) company relationship management b) supplier management c) retailers management d) customer relationship management	CO1
<b>SECTION B</b>		
<b>1. Each question will carry 10 marks</b> <b>2. Instruction: Write short / brief notes</b>		
Q7.	“CRM is possible only by understanding the customer behaviour” – Discuss.	CO2
Q8.	What are the major challenges the organisation faces in implementing CRM system?	CO2
Q9.	Explain the changing trends in CRM. How it is effectively works in retaining customer base?	CO3
Q10.	Which recommendations would you give to JIOMART to help it realise a price premium programme for loyal customers?	CO3
Q11.	Under what circumstances do you not recommend the development of a long-lasting relationship between a customer and an organisation? Explain your answer.	CO3
<b>SECTION C</b>		
<b>1. This section carries 20 Marks.</b> <b>2. Instruction: Write long answer.</b>		
Q12.	a. When determining the current multichannel strategy, one can anticipate future requirements by looking at lead users or younger customers. Take a random organisation that you know and look at how it should adapt its channel mix to reflect the behaviour and customer experience requirements of young people. <b>(10 Marks)</b>  b. Sales people often claim the deal gets closed because they have been able to create a personal preference or favour with the customer. Are they wrong or can this statement be correct? Please justify your answer. <b>(10 Marks)</b>	CO4