

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – December 2021

Program: BBA- Oil & Gas
Subject/Course: Customer Relationship Management
Course Code: MKTG 2035

Semester: III
Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The student must write his/her name and enrolment no. in the space designated above.

SECTION A

- 1. Each Question will carry 2 Marks**
2. Instruction: Complete the statement / True or False.

S.No	Question	Marks	CO
Q 1.	For making customer relationship management succeed in organizations, which of the following aspect should a marketing manager add in his plans? a) Capturing a customer's lifetime value b) Creating a sense of community surrounding a brand c) Building overall customer equity d) Owning customers for life e) All of the above	2 Marks	CO1
Q 2.	The cost involve in acquiring a new customer is _____. a) Lower than holding an old customer b) Equal than holding an old customer c) None of these d) Greater than holding an old customer e) All of the above	2 Marks	CO1
Q 3.	The most simplified way of computing CLV even in planning stage requires average value of a sale, number of repeated transition and -----. a) Average promotion cost b) Average retention time c) Average advertising cost d) Average technology costs e) None of these	2 Marks	CO1
Q.4	The aim of CRM process in marketing and service organization is to: a) Strive hard and retain old customers b) Look for new customers	2 Marks	CO1

	<ul style="list-style-type: none"> c) Attract the target market d) All of the above e) None of the above 		
Q.5	<p>Alaska Airlines enhanced its loyalty by adopting _____</p> <ul style="list-style-type: none"> a) Sales Force automation b) Netsuite c) MS dynamics CRM d) Oracle’s Siebel loyalty program management system e) Sugar CRM 	2 Marks	CO1
Q.6	<p>Which of the following statements are correct-</p> <p>A) Data mining is used for finding hidden relationships present in business data used in making predictions for the future</p> <p>B) Modelling is the act of building a model based on data from situations where the answer is known, and then applying the model further in other situations where the answers are not known.</p> <ul style="list-style-type: none"> a) Only a is true b) Only B is true c) Both A and B are true d) Both are wrong 	2 Marks	CO1
Q.7	<p>The objective of CRM in organization is to _____</p> <ul style="list-style-type: none"> a) Enhance its effectiveness by understanding its customers b) Develop integration between its stakeholders, dealers, and customers c) Enhancing its marketing effectiveness d) All of the above e) None of the above 	2 Marks	CO1
Q.8	<p>If a customer remains with the company for a long period, he is more worthy to the company as he buys more, wastes less time of the company, and has less sensitivity to price and also influences other customers to go in for that product/brand without any _____.</p> <ul style="list-style-type: none"> a) Media cost b) Cost of varieties c) Marketing cost d) Acquisition cost e) None of these 	2 Marks	CO1
Q.9	<p>The loyalty programs are analyzed by _____.</p> <ul style="list-style-type: none"> a) Its existing processes and reducing its redundant process in the system b) Evaluating the satisfaction of the customers c) Evaluating the quality of its service providers and the costs involved in the completion of the whole process and in direct marketing d) All of the above 	2 Marks	CO1

Q.10	Delhi duty-free services is a joint venture with Delhi International Airport_____. a) GMR airports Limited b) Reliance c) Yalorvin Limited d) A and c both e) None of the above	2 Marks	CO1
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SECTION B

- 1. Each question will carry 5 marks (4*5).**
2. Instruction: Write short / brief notes

Q.11	What reasons do you attribute to the increased implementation of CRM in business organizations?	5 Marks	CO2
Q.12	Write short notes on: a) Segmentation b) E-CRM <i>Or</i> Customer Retention	5 Marks	CO2
Q.13	What do you mean by e-CRM? Is it just an addition of Information Technology features to regular CRM?	5 Marks	CO2
Q.14	“Superior customer service would be the only differentiator in the coming days.” Comment.	5 Marks	CO2

SECTION C

- 1. This section carries 30 Marks (10*3).**
2. Instruction: Write long answer.

Q.15	“Relationship has since long been the key of success of marketing of Indian businesses. It has only now been recognized and glamourized.” Critically analyze the statement.	10 Marks	CO3
Q.16	What can be the various forms of responses generated by customers in case of poor CRM? Explain. What should a company do in such a situation?	10 Marks	CO3
Q.17	To achieve greater chances of customer satisfaction, building-up higher customer satisfaction should be avoided.” Analyze the statement in the light of customer expectation, customer perception and customer satisfaction. <i>Or</i> Choose an organization of which you are a customer.	10 Marks	CO3

(a) Describe yourself as a customer and provide concrete information on which data must be registered in order to be able to describe you as a customer.

(b) Indicate which data may best be obtained from market research and which may best be registered on an individual level. Explain your answer.

SECTION D

This section carries 30 Marks (15*2).

Case Study

KPN business portal KPN, a Dutch telecom provider, had introduced a first draft of a business portal for small and medium-sized enterprises (SMEs). ‘We always put so much energy into our products and pricing, but it was hard for customers to really get in touch with us. With the portal we tried to address this issue and give the customer control over the relationship.’

Theo de Vries is the director of transaction sales at KPN sales. About a year and a half ago he decide to move forward on the idea of a business portal to allow for more direct customer contact. ‘We served the market in a traditional way. Our account managers were making visits to our customers’ offices and we communicated by telephone and e-mail or post. But our counterparts on the customer side were increasingly young people, used to Skype, MSN and e-commerce. They did not want an account manager to come by on appointment, they wanted to be in touch whenever it suited them.’ This gave KPN reason enough to invest in a business portal. Prior to its development, KPN visited companies such as Wehkamp (an online retailer and former mail order company), Dell (an online computer retailer), and SNS Direct (a bank with a predominantly online proposition). The lessons learned were ‘that the presales and aftersales process are highly suited for automation, but the sales process itself, the actual transaction, is quite personal. Customers want to see the salesman, but not necessarily face-to-face.’

Direct sales

	<p>The targets for the project were determined. As is appropriate for a sales organisation, the main target was increased revenue, but satisfaction was also part of the performance goals. The management Top 100 is on the table in Theo's office. KPN is doing 'quite well'; almost all its customers seem satisfied but nobody is really excited about the way they are being served. KPN is number 19 on the list of 100 best-scoring companies. The third goal they were aiming at was efficiency. De Vries: 'In contrast with other ICT companies we approach the market directly. With 1,100 sales employees we aim to serve 35,000 customers. In 2001, we had some 4,500 employees in sales-related functions. We have redefined the scope of our activities and achieved higher sales efficiency. We do not want to achieve that efficiency at the expense of personal contact, so we decided to further automate standard tasks and partly allow customers to perform them themselves. Think of something such as managing personal account information. That is something customers can do quite well. When they move offices, they can register that directly into our systems.' From a technology point of view it was an 'no-brainer' for KPN that Unified Communications would be their main platform in customer communications. Unified Communications is a service that KPN sells to customers, so it's really about taking your own medicine. It works in a Skype-like way, but more advanced. You can see the people from your network who are online and their status (available, busy, not present). It is possible to contact people in different ways, via chat, telephone, video-calling or videoconferencing. You can also look at documents together, surf to websites that you can co-browse and demonstrate.</p>		
<p>Q.18</p>	<p>In what areas did KPN achieve the improvement of costs, accessibility, customer experiences and financial performance?</p>	<p>15 Marks</p>	<p>CO4</p>
<p>Q.19</p>	<p>In whose hands do you believe the directorship, the coordination, of multichannels for the SME market is placed?</p> <p style="text-align: center;"><i>Or</i></p> <p>KPN also uses indirect channels to sell its products and services to the SME market. What complications do you foresee in multichannel management?</p>	<p>15 Marks</p>	<p>CO4</p>

