UPES

UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Marketing Management   **Semester: III**
Program: BBA LLB CL/BFIT   **Time: 03 hrs.**
Course Code: CLNL2015   **Max. Marks: 100**

Instructions:

S. No.		Marks	CO
Q 1	What are the Stages in Product Life Cycle?	2	
Q 2	Name five Stages of Consumer decision making Process?	2	
Q 3	What are the various forms of Sales promotion?	2	1
Q 4	What is the difference between Primary and Secondary Research?	2	
Q 5	What are the five Cs of pricing?	2	
SECTION B			
Q 1	How do firm Create new Product and Services?	5	
Q 2	How does a firm Choose What group(s) of people to pursue with its Marketing Efforts?	5	
Q 3	What is Portfolio Analysis and how is it used to evaluate Marketing Performance	5	2
Q 4	How do B2B firms segment their Markets?	5	
SECTION-C			
Q	In what conditions should a price Skimming or a Market Penetration Strategy be used?	5	
Q1.	Why is Marketing important within and outside the Firm?	5	
Q2.	Describe two products : one you just went and purchased without much thought and one that took some deliberations on your part. Why did you spend a different amount of time and effort deciding on your purchases of two products?	5	2 &3
Q 4	Why do firm Advertise, and Why do they engage in Public Relations?	5	
SECTION-D			

Case Study : ICICI Bank's Initiatives The use of Customer Relationship Management (CRM) in banking has gained importance with the aggressive strategies for customer acquisition and retention being employed by banks today The steps that banks follow in implementing Customer Relationship Management (CRM) are: - Identifying CRM initiatives with reference to the objectives to be attained. - Setting measurable targets for each initiative in terms of growth in profits, number of customers, etc. and - Evaluating and choosing the appropriate Customer Relationship Management (CRM) package that will help the company achieve its CRM goals. - Customer Relationship Management (CRM) has been deployed in retail banking. The challenges in managing customer relations in retail banking are due to the multiple products being offered and the diverse channels being used for the distribution of the products. Customer expectation from banks can be summed up as: Any time anywhere service, personalized offers, and lower payouts". Aggressive marketing and promotions on the part of the banks have resulted in most customers switching loyalties making the task of retaining them more difficult for the banks. CRM in banking is essentially done for the following purposes: Targeting customers: It is necessary for banks to identify potential customers for approaching them with suitable offers. The transactional data that is generated through customer interactions and also by taking into account the profile of the customer (such as the lifecycle stage, economic background, family commitments, etc.) needs to be collated into one database to facilitate its proper analysis. A customer interacts with the banks for savings accounts, credit cards, home loans, car loans, demat accounts, etc. The data generated through all these services needs to be integrated to enable effective targeting. After the integration is done, a profitability analysis of the customer needs to be undertaken to acquire an understanding of the profit-worthiness of the customer before targeting him with new offers. Sales reference material: A consolidated information database on all products, pricing, competitor information, sales presentations, proposal templates and marketing collateral should be accessible to all the people concerned. These prove to be very helpful in Sales Force Automation (SFA) wherein the salesperson gets instantaneous access to all relevant material as and when it is required (especially when he/she is in a meeting with a client. Consistent interface with customers: The	**50**	**4**

communication to customers from various departments like sales, finance, customer support, etc. should be consistent. Therefore, all departments should be privy (aware of) to a unified view of the customer to enable a consistent approach. Removal of inconsistencies is necessary to enhance customer satisfaction. The contact centers used to interface with customers should ensure consistency in customer interaction. Banks can use the data on customers to effectively segment the customers before targeting them. Proper analysis of all available enables banks to understand the needs of various customer segments and the issues that determine "value" for that segment. Campaigns are designed to address the issues relevant for that segment and to ensure higher loyalty from these customers. Data analysis helps in generating opportunities for cross-selling and up-selling.

ICICI Bank's CRM Initiatives

Business from the Internet.

ATMs and other electronic channels now comprises more than 50 per cent of all transactions. In the process of making its business grow to this level, ICICI Bank has distinguished itself from other banks through its relationship with customers. The Teradata solution focuses on a Customer Relationship Management (CRM) platform. Information from various legacy and transaction systems is fed into a single enterprise called wide data warehouse allowing the bank to generate a single view of its customers. The warehouse has the capability to integrate data from multiple sources comprising Oracle and flat files. The Behaviour Explorer enables profiling of customers and querying on various parameters. These enable the bank staff create suitable campaigns for targeting individual customers on the basis of their requirements. The logistics in the system have also led to other benefits like interactive reports, unearthing cross-selling opportunities as well as finding out about the channel usage undertaken by a segment

Mobile ATMs: Customers of ICICI Bank can access their bank accounts through mobile ATMs. These ATMs are kept in vans and parked at locations that have a high traffic of bank customers such as the commercial areas in a city.

Bulk Deposits: The ICICI Bank's Bulk Deposit ATMs enable customers to deposit large amounts at one time. Unlike conventional ATMs, which are able to accept only 30 notes at a time, these ATMs allow the deposit of huge amounts.

The service is further facilitated by the provision of special bags at ATMs in which a customer can put his money.

ATMs for the visually challenged: ICICI Bank has launched ATMs with special voice-guided

Mobile phone as a Virtual Wallet: The mobile phone has been transformed into a virtual wallet – a new innovation in mobile commerce

Mobile Banking Benefits: Mobile banking enables the customer to avail of many facilities by just sending an SMS. These facilities, which are currently offered free of cost, are as follows:

- Locating ATM
- Locating branch
- Locating drop box
- Alert facilities like salary credit, account debit/credit, cheque bounce, etc., and
- Queries on banking, cards and demat account

The Benefits of CRM

Customers' usage pattern: ICICI's CRM data warehouse integrates data from multiple sources and enables users to find out about the customer's various transactions pertaining to savings accounts, credit cards, fixed deposits, etc. The warehouse also gives indications regarding the customer's channel usage.

New product development: Analysis at ICICI guide product development and marketing campaigns through Behaviour Explorer, whereby customer profiling can be undertaken by using *ad hoc* queries. The products thus created take into account the customer's needs and desires, enabling the bank to satisfy customers through better personalization and customization of services.

Central data management: The initial implementation of CRM allowed ICICI to analyse its customer database, which includes information from eight separate operations systems including retail banking, bonds, fixed deposits, retail consumer loans, credit cards, custodial services, online share trading and ATM.

Questions

1. **Explain the initiatives take by ICICI Bank to promote Customer Relationship Management (CRM) .**
2. **Discuss the benefits to promote Customer Relationship Management (CRM). Are the benefits short term or long term.**