

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – Dec, 2020**

**Program: BBA-Digital Marketing**  
**Subject/Course: Customer Relationship Management**  
**Course Code: MKTG3001**

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

**Note : Attempt All Sections**

| <b>Section-A</b> |   | <b>CO</b> |
|------------------|---|-----------|
|                  | <b>Each question carries 5 marks</b><br><b>Instruction: Choose the correct answer/Complete the statement</b>  |           |
| Q.1              | When the goal is not to get the complaint satisfied but rather to win by getting something the customer is not entitled to receive, is a type of _____.<br>a) High-Roller customer<br>b) Aggressive customer<br>c) Meek Customer<br>d) Rip-Off customer | CO1       |
| Q.2              | _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.<br>a) Data mining<br>b) Data survey<br>c) CRM<br>d) None of the above  | CO1       |
| Q.3              | Delivering high quality products quickly, error free, and for a reasonable price is<br>a) Service Excellence<br>b) Operational Excellence<br>c) Continuous Excellence<br>d) None of the above   | CO1       |
| Q.4              | "Advantage of enforcing and using an analytical CRM is _____"<br>a) Increases customer satisfaction<br>b) Increases customer loyalty<br>c) Retains old customers<br>d) Both (a) and (c)<br>e) all of the above  | CO1       |
| Q.5              | "Sales Force Automation refers to automation of all the actions related to _____ in an organization."<br>a) Buying<br>b) Reselling  | CO1       |

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|------|--|-----|
|      | c) None<br>d) Selling  |     |
| Q6.  | _____ is responsible for an efficient association with customers with the help of e-mails, telecommunication, SMS, websites, or by face-to-face interaction :<br>a) Collaborative CRM<br>b) Analytical CRM<br>c) Operational CRM<br>d) Geographical CRM  | CO1 |
|      | <b>Section-B</b><br><b>Each question carries 10 marks</b><br><b>Instruction: Write short/brief notes</b>   |     |
| Q7.  | With the help of examples explain the different forms of mass customization.   | CO3 |
| Q8.  | With the help of examples discuss the three types of data in CRM   | CO2 |
| Q9.  | Classify the internet payment options  | CO1 |
| Q10. | Discuss the different phases in the analysis process   | CO3 |
| Q11. | Discuss the elements of call centre  | CO2 |
|      | <b>Section-C</b><br><b>Attempt any one, question carries 20 marks</b><br><b>Instruction: write long answer</b>   |     |
| Q12. | Characteristic of the internet is that users are sitting in the driver's seat. Attempts to change this generally lead to frustration and resistance on the part of customers. Write five situations on the internet in which consumers put up resistance when they lose control over their surfing behavior.<br><br>OR<br>Choose an organization of which you are a customer, 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. | CO4 |
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