

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – Dec, 2020

Program: BBA-FAS
Subject/Course: Customer Relationship Management
Course Code: MKTG3001

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

Note : Attempt All Sections

Section-A		
	Each question carries 5 marks Instruction: Choose the correct answer/Complete the statement	CO
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 _____. a) High-Roller customer b) Aggressive customer c) Meek Customer d) Rip-Off customer	CO1
Q.2	_____ 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
Q.3	Delivering high quality products quickly, error free, and for a reasonable price is a) Service Excellence b) Operational Excellence c) Continuous Excellence d) None of the above	CO1
Q.4	"Advantage of enforcing and using an analytical CRM is _____" a) Increases customer satisfaction b) Increases customer loyalty c) Retains old customers d) Both (a) and (c) e) all of the above	CO1
Q.5	"Sales Force Automation refers to automation of all the actions related to _____ in an organization." a) Buying b) Reselling	CO1

	c) None 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 : a) Collaborative CRM b) Analytical CRM c) Operational CRM d) Geographical CRM	CO1
	Section-B Each question carries 10 marks Instruction: Write short/brief notes	
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 role of CRM in net banking	CO2
	Section-C Attempt any one, question carries 20 marks Instruction: write long answer	
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. OR Choose a financial institution 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