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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 06 / 01/ 2025 **Time:** 09:30am – 12:30pm |

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| **School:** SOC | **Program:** BBB/BDM/BBE/BBF |
| **Course Code:** BBA3024 | **Course Name:** Customer Relationship Management |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO – Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **22** | **22** | **22** | **14** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2 Marks = 20 Marks)** | **Bloom's Level**  | **CO** |

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| **1** |  Describe the concept of front desk management technology. | **2 Marks** | **Remember** | **CO1** |
| **2** | Explain any 2 components of sales force automation. | **2 Marks** | **Remember** | **CO1** |
| **3** | What are the stages of customer life cycle ? | **2 Marks** | **Remember** | **CO1** |
| **4** | Explain the term value co-creation.  | **2 Marks** | **Remember** | **CO1** |
| **5** | Give the meaning of Omni-channel approach | **2 Marks** | **Remember** | **CO1** |
| **6** | List out the building blocks to CRM. | **2 Marks** | **Remember** | **CO1** |
| **7** | What do you mean by the term Customer routing? | **2 Marks** | **Remember** | **CO1** |
| **8** | How is customer retention rate calculated | **2 Marks** | **Remember** | **CO1** |
| **9** | Explain the requirement of customer data management in the organization. | **2 Marks** | **Remember** | **CO1** |
| **10** | When is a customer identified as Mercenaries? | **2 Marks** | **Remember** | **CO1** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7 Marks = 35 Marks)** | **Bloom's Level**  | **CO** |
| **11** | A successful company can only know the cost of dissatisfied customers, but not the cost of replacement -Rule out the statement using the concept of Value Chain analysis. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** |
| **12** | Determine the CSAT SCORE with the applicable components and formula.  | **7 Marks** | **Understand** | **CO2** |

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| **13** | What is meant by Customer satisfaction index and how can it benefit the business? | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **14** | Analyze the types of customer relationship styles with an example each. | **7 Marks** | **Understand** | **CO3** |

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| **15** | People do not buy goods and services, they buy relations”- examine this statement with types Customer values. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** |
| **16** |  Shankh Air has received the approval from civil Aviation Ministry to operate in the country. you are now required to formulate the CRM Process.  | **7 Marks** | **Understand** | **CO4** |

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| **17** | Describe the term customer defection and explain the reasons for customer defection. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **18** | Criticize the statement ‘Privacy is an option, and it can be the price we accept for getting on the internet’  | **7 Marks** | **Understand** | **CO5** |

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| **19** | Develop a compressive plan for contact centre technology and mention the recent trends.  | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **20** | Explain the concept of CRM Metrics and customer lifetime value with the formula. | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15 Marks = 45 Marks)** | **Bloom's Level**  | **CO** |

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| **21** | **Oneplus – A Chinese success story in India**The focus of this case study is the success of Chinese smartphone maker OnePlus in India. In December 2014, OnePlus launched its first smartphone in India, and within four years, it had become the country’s most popular premium smartphone brand. According to the case study, OnePlus’s strategy in India was to launch high-end smartphones at affordable prices, build a strong community, focus on customer service, and use clever marketing techniques. Obsession with product design and quality, branding, and customer engagement was OnePlus’s core strength. An emphasis on viral marketing and community interaction, including social media, to spread the company’s message. OnePlus faced several challenges, despite its phenomenal success in India. Competition, scaling offline, price-sensitive Indian consumers, low smartphone penetration, and an economic slowdown were all factors that contributed to the decline. Furthermore, OnePlus risked losing price-conscious customers as its phones became more expensive. Vikas Agarwal, OnePlus India’s General Manager, faced several challenges as India remained a critical market for the company. These included increasing the adoption of OnePlus devices in India, expanding offline, crushing competition, and maintaining OnePlus’ dominance in India’s premium smartphone segment.1. Evaluate the expansion and entry of OnePlus into India.2.Consider how OnePlus can maintain its position as a leading player in the Indian premium smartphone market by looking at the company’s plans.3. Find out what helped OnePlus become so popular in India. | **15 Marks** | **Apply** | **CO2** |
| **22** | Customers do not know what they really want. They say they want a product, but what really drives business value is emotional attachment. Appraise the types of loyalty programs used by business to enhance retention .  | **15 Marks** | **Apply** | **CO3** |
| **23** | Case Analysis: Tesla’s Predictive Maintenance via Business IntelligenceBackgroundTesla, Inc., a leader in electric vehicles and sustainable energy solutions, continuously seeks to enhance customer experience and vehicle reliability through innovative technology. One of the ongoing challenges for Tesla has been maintaining the high reliability and performance standards that customers expect from a premium brand.ChallengesThe challenge was proactively addressing maintenance needs across its fleet of vehicles to prevent issues before they impact customers. The vast amount of data generated by Tesla’s connected vehicles required a sophisticated approach to data analysis and real-time monitoring.1.How can Tesla’s approach improve operational efficiency and strengthen customer trust in the brand.2.Examine the STP Factor that proves technological advancements have solidified Tesla’s reputation as an innovator in the automotive industry. | **15 Marks** | **Apply** | **CO4** |
| **24** | Every individual buyer will not be your ultimate customer, in order to retain them outline few of the CRM strategies. | **15 Marks** | **Apply** | **CO4** |