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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations –JAN - FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:**09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph.D. | |
| **Course Code :** MGT933 | **Course Name :** Marketing Customer Experiences | |
| **Semester:** | **Max Marks:** 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **40** | **50** | **NA** | **NA** |

**Instructions:**

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

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Critical touchpoints in the customer journey are the key interactions or experiences that have a significant impact on the customer's overall perception of the company or brand. With reference to this context, give examples of critical touchpoints in a customer journey. | **10 Marks** | **Analysis** | **CO1** |
| **2** | A “Customer Persona” is a fictional representation of a company’s ideal customer. Discuss the various types of Customer Personas with suitable examples. | **10 Marks** | **Analysis** | **CO2** |
| **3** | Feedback mechanisms can be used to make data-driven decisions about how to optimize the customer experience. List various types of feedback mechanisms that organizations can use to enhance customer experiences. | **10 Marks** | **Analysis** | **CO2** |
| **4** | There are several tools and techniques that organizations can use to gather and analyze customer insights, which can help enhance the customer experience. Identify some tools to achieve this purpose with suitable examples. | **10 Marks** | **Analysis** | **CO3** |
| **5** | “Customer Experience” can virtually make or break an organization in the market place. With reference to this context, explain the negative impacts of poor/bad customer experience with suitable examples. | **10 Marks** | **Analysis** | **CO3** |
| **6** | Distinguish between "Outside-In" and "Inside-Out" approach for a good customer experience. | **10 Marks** | **Analysis** | **CO3** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | | |
| **7**. |  | Amazon, the e-commerce giant, has revolutionized the way we shop. Its success can be attributed to its relentless focus on customer experience and data-driven insights. By seamlessly blending physical and digital experiences, Amazon has created a unique and engaging customer journey.  Designing Physical and Digital Plans for Customer Experience: Amazon's physical stores, like Amazon Go and Whole Foods, are designed to offer a frictionless shopping experience. The use of advanced technology, such as Just Walk Out technology, eliminates the need for traditional checkout lines. Similarly, Amazon's digital platforms, including its website and mobile app, are optimized for a seamless user experience. Personalized recommendations, easy navigation, and secure checkout processes contribute to a positive online shopping experience.  Identifying Emotions and Sensory Experiences: Amazon pays close attention to the emotional and sensory aspects of the customer experience. For instance, the unboxing experience is carefully curated, with products arriving in aesthetically pleasing packaging. The anticipation and excitement associated with receiving a package contribute to a positive emotional response. Additionally, Amazon's Prime Video and Music services offer immersive auditory and visual experiences.  Tools to Measure Customer Insights: Amazon leverages a variety of tools to gather and analyze customer insights. These include:  Customer Surveys and Feedback: Amazon actively seeks feedback from customers through surveys and reviews.  Social Media Listening: Monitoring social media platforms to gauge customer sentiment and identify emerging trends.  Analytics Tools: Analyzing website and app usage data to understand customer behavior.  A/B Testing: Experimenting with different design elements and marketing strategies to optimize the customer experience.  Identifying Service Channels for Maximum Advantage and Exposure  Analysis Questions:   1. How can Amazon further enhance its personalized shopping experience, especially for returning customers? 2. What strategies can Amazon implement to improve the sustainability of its packaging and delivery processes? 3. How can Amazon leverage emerging technologies, such as augmented reality and virtual reality, to enhance the customer experience? 4. What steps can Amazon take to address negative customer reviews and maintain a positive brand image? 5. How can Amazon balance the need for data-driven insights with privacy concerns? | **20 Marks** | **Application** | | **CO2** |
|  | | | | | | |
| **8.** |  | The Ritz-Carlton, a renowned luxury hotel chain, is synonymous with exceptional customer service and unforgettable experiences. The brand's commitment to delivering personalized and indulgent experiences has solidified its position as a leader in the hospitality industry.  Identifying Emotions and Sensory Experiences  Ritz-Carlton understands that luxury is not just about physical comfort, but also about emotional and sensory experiences. The brand meticulously designs every aspect of the guest journey to evoke positive emotions and create lasting memories.  Sensory Experiences: The hotel's ambiance is carefully curated to stimulate the senses. Soft lighting, soothing music, and fragrant scents create a relaxing atmosphere. The taste of exquisite cuisine, the touch of luxurious linens, and the sight of breathtaking views all contribute to a multi-sensory experience.  Emotional Experiences: Ritz-Carlton goes beyond meeting guests' needs; they strive to exceed expectations. Personalized touches, such as remembering guests' preferences and anticipating their needs, create a sense of care and attention. The hotel's staff is trained to empathize with guests' emotions and offer solutions to any problems or concerns.  Execution Blueprinting  To ensure a seamless and unforgettable guest experience, Ritz-Carlton follows a detailed execution blueprint:  Personalized Service: Each guest is treated as an individual, with personalized greetings, room preferences, and dining recommendations.  Attention to Detail: The hotel pays meticulous attention to detail, from the perfect temperature of the pool to the precise arrangement of flowers in the lobby.  Employee Empowerment: Ritz-Carlton empowers its employees to go above and beyond to delight guests. They are encouraged to take initiative and solve problems creatively.  Continuous Improvement: The brand continuously seeks feedback from guests and employees to identify areas for improvement. Regular training and development programs ensure that staff stays updated on the latest trends and best practices.  **Analysis Questions:**   1. How can Ritz-Carlton further enhance its personalized service offerings, especially for frequent guests? 2. What strategies can Ritz-Carlton implement to maintain its luxury brand image in a competitive market? 3. How can the hotel chain leverage technology to improve the guest experience without compromising the human touch? 4. What steps can Ritz-Carlton take to address potential service failures and recover customer satisfaction? 5. How can the brand expand its global footprint while preserving its unique culture and values. | **20 Marks** | **Application** | **CO3** | |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***