



School : School of Business and Law
 Program : BBA
 Year : 3rd
 Semester : 5th
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 Examination year : December - 2021

Course : Customer Relationship Management Course Code : MG301
 Date : 06/12/2021 Total Marks : 40
 Time : 02:30 pm 04:30 pm Total Pages : 2

Instructions:

- Write each answer on a new page.
 → * COs=Course Outcome mapping, # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Explain any five goals of CRM.	5	CO1	BT1, BT2
Q.2	Explain CRM Value chain.	5	CO1, CO2	BT1, BT3, BT6
Q.3	Explain structured and unstructured data.	5	CO2	BT3, BT4
Q.4	Explain 6 steps of 'Developing customer related database'.	5	CO3, CO4	BT2, BT3, BT4
Q.5	<p>IKEA is a Swedish-founded multinational group that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories, among other useful goods and occasionally home services. It has been the world's largest furniture retailer since at least 2008. IKEA-India is all set to expand their business operations India. The prime objective of CRM implementation is to 'increase the sales lead'. Explain the any five 'sales force automation functionality' that can help IKEA to achieve the goals.</p> <p>OR</p> <p>Explain any five steps of 'John kotter's approach to manage change'</p>	5	CO4	BT1, BT2
Q.6	<p>T&M is a chocolate manufacturing company. Company offers three chocolate flavours; honey, cherry and vanilla. The price of any chocolate is Rs. 1/- per chocolate. T&M implement CRM for business operation. Shall T&M implement all three automations for their business? If yes/no, why?</p> <p>OR</p>	5		

	Explain 3V's of Big data Analytics			
Q.7	<p>Customer Relationship Management in Shoppers Stop – Case study</p> <p>The objective behind setting up shoppers stop, was to create a fashion and lifestyle store for the entire brands for the same. It tried to bridge the gap between the unprofessionally managed and poorly stocked merchandise and ill-mannered staff, and the growing urban upper middle class who had money to spend but were asking for a quality environment.</p> <p><u>CRM Practices</u></p> <p>The retail chain major is eyeing 50% sales growth from its CRM initiatives. According to MD and CEO of the company, it has given a new direction to its CRM initiatives after acquiring business intelligence software called "Business Solutions".</p> <p>The new software helps generate intelligent data form Shoppers Stop customer base of about 2,30,000. The company then collects this data and touches base with customers via direct mailers informing them of all new promotions that are currently on and also updates them about the upcoming events. The company claims that it has taken its CRM initiatives to new heights and now calls its Loyalty Programmes.</p> <p>Over analyzing of the company's sales trends and patterns helped realize that most of the sales were coming from the old customers primarily through repeat purchases it thought of focusing on those customers.</p> <p>At Shoppers Stop, the First time buyers are given the following exclusive benefits and privileges:</p> <ul style="list-style-type: none"> • Reward points every time they shop • Exclusive offers • Updates on what one can look forward to shop for • Exclusive benefits and privileges • Exclusive cash counters so that they can spend more time shopping rather than waiting in a line. <p>There are three membership categories: (i) Classic moments (ii) Silver edge (iii) Golden glow. This also provides automatic membership to First Shopper's Stop Loyalty Programme for those who are not first shopper members yet.</p> <p>The company had also gone in for massive IT initiatives to support the customer support it had planned for. It chose software tools for facilitating the analysis of the customer data. They have been using a combination of business objects and the Statistical Analysis System (SAS) solutions for trend analysis, promotion management, and consumer behavior, segmentation, buying basket analysis, profitability and lifecycle analysis.</p> <p>Questions:</p> <p>A - Shoppers Stop was the first among the organized retail players to initiate CRM practices. Support this statement with any five automation functionality mentioned in above cast study.</p> <p>B - If you were in the place of in-charge of relationship management practices, what are the new automation functionality or new automation innovations would you like to introduce?</p> <p>OR</p> <p>Explain RFP.</p>	10	CO4	BT1, BT2

*****End of Question Paper*****