

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2014 to 2017) (Sem.-4)
CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code : MBA-910

Paper ID : [A2530]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt ANY FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt ANY ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. What is customer relationship marketing?
2. Explain the concept of customer profitability.
3. What is transparent marketing?
4. How customer satisfaction and customer loyalty are related?
5. What is feasibility analysis in CRM?
6. What are customer touch points?

SECTION-B

UNIT-I

7. Define CRM. Discuss key elements of CRM with the help of examples.
8. What is e-CRM? How would you differentiate e-CRM from CRM? Discuss.

UNIT-II

9. What is sales force automation? How is it useful in CRM? Explain.
10. Explain the relationship between customer satisfaction, customer loyalty and profitability.

UNIT-III

11. Discuss the impact of web based marketing on CRM with the help of examples.

12. What is the concept of share wallet? How is it different from market share? Discuss the various strategies to increase the wallet share.

UNIT-IV

13. Define customer life time value (CLV). How would you measure CLV? Discuss the process of measuring CLV.
14. Highlight new opportunities for improving CRM with special reference to insurance sector.

SECTION-C

15. Case Study :

Changing customer demographics and the rise of millennials, competitive price rates of online travel agents and real time feedback on social media is leading both domestic and international hotel chains to revamp their customer loyalty programmes in a bid to woo and retain customers. In June this year, ITC entered into a first of its kind partnership with Starwood for their Starwood Preferred Guest programme that enables ITC's guests to redeem their points at any of the Starwood properties globally and allows Starwood's guests to redeem their points at ITC properties in India. The programme includes free room nights, food and beverage consumption and also offers for their retail brand Wills Lifestyle. *"A loyalty programme is one of the top 34 reasons a person stays in a hotel. It's an effective retention tool and the data that we have allows us to talk to customers as individuals for tailormade offerings,"* said B Hariharan, VP, sales and marketing for ITC Hotels. Earlier this year, Hilton launched 'Stop Clicking Around', which was referred to by the group as the biggest and boldest campaign in the company's 97year history. The campaign offered exclusive discounted rates to its over 55 million Hilton HHonors members and emphasised the benefits of booking directly through Hilton's channels. It also introduced digital check ins and room selection, exclusive benefits for members via the Hilton HHonors app, features that have been used over a million times per month. *"Not just big chains, even smaller hotels seems to emphasizing on investing in loyalty programmes as the cost of acquiring new customers is huge. It is easier to retain existing customers than finding new ones,"* said Pranjali Prashar, founder and CEO of startup Repup, which works on online reputation management for hotels like Carlson's Radisson Blu, Lemon Tree, and ITC's Fortune and helps hotels increase web bookings. Prashar said competition from online travel agents is also ever growing as they focus more on hotels vis a vis airlines. Vikramjit Singh, president and chief revenue officer, The Lemon Tree Hotel Company said in the coming months, the company is not only focusing on providing a single window, user friendly platform for all member transactions and engagements, by way of integrating the booking engine but also providing the guest an option to redeem the points online on various retail platforms.

Question :

- a. What is the significance of customer loyalty programme to woo and retain customers in hotel industry?