

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 270226

Roll No.

M.B.A.

Theory Examination (Semester-II) 2015-16

CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Section-A

1. Answer the following questions in not more than 30 words each.

(2×10=20)

- (a) Explain Satisfaction.
- (b) Define Service Quality.
- (c) Explain relationship.
- (d) "SERVPERF Scale assesses service quality without investigating Customer expectation." Explain
- (e) What is cross selling and up selling advantage of CRM?
- (f) What is customer interaction management?

- (g) "Lower expectation would lead to greater satisfaction." Comment
- (h) What is Interpretation gap?
- (i) What is sales force automation?
- (j) What are BOTs used for?

Section-B

Answer any five questions from this section. (10×5=50)

2. (a) What do you mean by e-CRM? Explain e-CRM technologies.
- (b) Differentiate transactional marketing with relationship marketing ?
- (c) Define Customer Relationship Management. What are the advantages of Customer Relationship Management in corporate ?
- (d) "Modern service companies do Quality standardization". Critically comment with suitable illustrations.
- (e) What is data warehousing and data mining? What role do they play in Customer Relationship Management?

- (f) Explain attraction model of Relationship Development. How do you see the implementability of the model in an organised retail store?
- (g) What is SERVQUAL? Explain other prominent service quality assessment scales?
- (h) What reasons do you attribute to the increased implementation of CRM in business organisations?

Section-C

Read the following case and answer the questions given at the end.

Hero Honda Motorcycles Ltd (HHML), the largest motorcycle manufacturer in India and in the world, has got a unique relationship management program named, Hero Honda Passport Program. The new name of the company is HeroMoto Corp after split in ownership in HHML. Since most of the initiatives are since the HHML days so the case is using Hero Honda instead of Hero Moto. This program is designed to build lasting relationship with the customer and provides them an opportunity to be an indirect ambassador of the company and its products. In return they are offered several benefits. For, they need to pay a nominal sum of Rs 250 to enroll and be a member of the Hero Honda Passport Program. This payment is for an initial duration of 3 Years. The account may again be renewed for three years for another payment of Rs 250. The fine prints of the program are as follows:

- **Winners of the Month Scheme:** Each Month, 4 Hero Honda Passport Programme Members get a chance to win 1 Hero Honda Splendor + or Rs 40,000 each
- **Special Privileges ...All The Way:** Special discounts on spares and free services for your Hero Honda motorcycle along with attractive gifts at various milestones. This is our way of making sure that every time you come to us for servicing your motorcycle, you take away more than just the benefit of world class servicing in our automated workshops!
- **Keeping In Touch...All Year Through:** An effort to be in constant touch with you through our quarterly newsletter, "Suhana Safar" will give you an insider's view to your company, Hero Honda Motors Ltd. along with the latest happenings in the HHPP family.
- **Special Offers Just For You:** From time to time we will bring for you exclusive offers with the best brands in the country for products that will keep your entire family happy.
- **The Excitement Continues:** If you are an active member of the Hero Honda Passport Program and use your Passport regularly, you could get the chance of being invited to special events like Musical nights, Movie screenings, Award shows, etc.

- **Security For You & Your Family:** The moment you apply for your Hero Honda Passport you are automatically covered for a free Rs.100, 000 Personal Accident Insurance policy for one year or for three years, as applicable.?

Rewards and Points

All these amazing rewards and benefits come to you as you earn points in the Hero Honda Passport Programme. Once you become a member, you will earn points for a host of regular transactions that you conduct even now at your local Hero Honda authorized Dealership or Service Center. These include:

Purchase of Hero Honda genuine spares

Purchase of accessories

Servicing of your motorcycle

Bonus points on :

- Free Service
- Paid Service
- Referrals i.e. recommending a friend to purchase a Hero Honda motorcycle So all you have to do to earn points & rewards is just keep maintaining your Hero Honda motorcycle, buy genuine Hero Honda Spare Parts and accessories and we'll give you one point for every rupee you spend!

Star Club and Treasured Rewards: This unique club has been introduced for those members who get their bikes serviced regularly from authorized Hero Honda Service Centers.

The Star Club membership not only identifies the member as special for the HHPP family, but also brings in some added benefits like:

- 30% discount on labour
- 7.5% discount on spares, till the validity of the Passport

Introducing Treasured Reward. Good news for all Passport Programme members who have crossed the 1 lakh point mark in the Hero Honda Passport Programme. A new rewards structure has been introduced for all such members - The HHPP Treasured Rewards. The HHPP Treasured Rewards will be available at 8 prescribed milestones beginning from 1.25 lakh points and ending at 3 lakh points, with each milestone at a gap of 25,000 points. In other words, the new milestones are placed at 1.25 lakhs, 1.5 lakhs and so on till 3 lakhs

Each time a member reaches a milestone a Motorcycle Privilege Voucher of Rs. 1250/- will be given to him. This voucher may be used to avail a discount on the purchase of a new Hero Honda motorcycle. This voucher is transferable and can be given to friends or relatives who may be planning to buy a new Hero Honda motorcycle.

Under the new Rewards Programme, the mode of recording points will change. The points will now be recorded in 2 books - one would be the old Passport with Additional Treasured Rewards sheets for entering points earned through service, spares and accessories and the other would be a Referral Book which will be used for entering referral points. The Referral Book will begin from 1 lakh points.

On crossing 1 lakh points the members need to retain a photocopy of their old Passport with them and send the passport to the HHPP Programme Centre immediately. On receipt, the old Passport with Additional treasured rewards sheets and the new Referral Book will be sent across to the members enabling them to start redeeming rewards beyond 1 lakh points.

Questions :

(10×3 = 30)

- (i) What contribution according to you has CRM practices made in the growth and success of the erstwhile Hero Honda Motors and the current Hero Moto Corp?
- (ii) Why none of the competitors could outperform Hero Moto in terms of the CRM initiatives though they have been extremely quick in responding to the design and distribution?
- (iii) Would you propose any new initiative which you think that the company has not been able to do as of now and is the need of the hour?