



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **MGT2114 CUSTOMER RELATIONSHIP MANAGEMENT**
Semester & Year : January – April 2020
Lecturer/Examiner : Chris Ong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
SECTION A (20 : FOUR (4) short questions. Answers are to be written in the Answer marks) Booklet provided.
SECTION B (80 : FOUR (4) essay questions. Answers are to be written in the Answer marks) Booklet provided.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

SECTION A : SHORT QUESTIONS (20 MARKS)

INSTRUCTION (S) : Answers all **FOUR (4)** questions.

Write your answers in the Answer Booklet (s) provided.

1. Define each of the following items related to managing the customer lifecycle:

- a. Customer development
- b. Raw customer retention rate
- c. Profit-adjusted retention rate

(6 marks)

2. CRM software applications are difficult to navigate or configure and leave the customer painfully aware of the limitation of a company's customer management expertise. Explain **TWO (2)** features of CRM solutions that deliver favorable customer experience to your firm and provide example.

(4 marks)

3. Describe **THREE (3)** common misunderstandings about the nature of CRM that states what it is useful to say what it is not in your organization and provide example.

(6 marks)

4. Examine **TWO (2)** motives behind consumers' desires to build good relationships with suppliers and provide example.

(4 marks)

SECTION B
INSTRUCTION (S)

: ESSAY QUESTIONS (80 MARKS)

: Answers all **FOUR (4)** questions.

Write your answers in the Answer Booklet (s) provided.

1. We know reverse the question and examine why customers may want to build relationships with suppliers. A relationship with a supplier can reduce the customers' sense of perceived risk. Perceived risk takes many forms and high levels of perceived risk are uncomfortable for many customers. Explain why customers wanted to have **FIVE (5)** desirable relationships with suppliers and provide some relevant examples.

(20 marks)

2. Customers complain when they experience one of two conditions such as their expectations are underperformed to a degree that falls outside their zone of tolerance or they have been treated unfairly. Customers who complain are giving the firm a chance to win them back and retain their future value. You as a Director of Customer Relationship Manager is required to explain **FIVE (5)** ideas for improving complaints management processes. Provide some relevant examples that justified your answers.

(20 marks)

3. Before calling for proposal you need to write a detailed request for proposals (RFP). This document becomes the standards against which vendors' proposals are evaluated. As a Head of Customer Relationship you are required to prepare a typical contents of the RFP to summarize the CRM program and invites interested parties to respond in a structural way.

(20 marks)

CASE STUDY: JUST EAT'S BLENDED SOCIAL MEDIA CAMPAIGN

JUST EAT has created an online marketplace for takeaway food that connects over 36,000 local Independent restaurants to more than five million local consumers. Positioned as an alternative to Preparing food at home, JUST EAT developed an online campaign themed 'Don't Cook, JUST EAT'. This starred a band of rebel takeaway chefs, led by Mr Mozzarella, The Mozz.

The campaign aimed to change the way people thought about takeaway food. JUST EAT rejected the Notion – fed by TV cooking shows – that hard-working consumers should be expected to prepare cordon blue meals at home. This iconoclastic positioning gave JUST EAT plenty of opportunity to create fun, cheeky, irreverent, engaging social media content to amplify their 'Don't Cook' message.

JUST EAT launched a multi-channel campaign with a single 90-second TV and spot in a high rating Saturday night show, in which Mozz and his associates kidnapped TV chef Antony Worrall Thompson (AWT). JUST EAT then used social media to advance the storyline, ramping up consumer engagement as fans followed AWT's plight via Facebook, Twitter and the campaign's dedicated micro-site.

The campaign, which lasted just one week, had AWT being jokily 'punished' for trying to make People Cook cordon bleu meals at home. Fans could participate in an online game to teach AWT the error of his ways by slapping him across the face with a fish. Being sharable on Facebook and Twitter,

the joke reached out to many more potential customers of JUST EAT. The online community responded well to the kidnap campaign and JUST EAT was able to strengthen its positioning and increase awareness. Entertaining, sharable content was the key to the campaign's success.

AWT was slapped 850,000 times and the #JUSTEATkidnap hashtag was used nearly 1,400 times during the campaign. The campaign was supported by salesforce.com's ExactTarget marketing solution.

(Source: Customer Relationship Management: Concepts and technologies, Francis Buttle and Stan Maklan (3rd Edition, 2015).

4. Based on the above case study, you as a vendors of web analytics services and software are required to explain **FIVE (5)** widespread use of the measures and provide with relevant examples.

(20 marks)

END OF EXAM PAPER