

Semester: Jan – Mar 24		
Maximum Marks: 50 Examination: ETE Exam Date: March 26, 2024 Duration: 3 Hours		
Programme code: 01	Class: SY	Semester/Trimester: VI
Programme: MBA- Marketing (Major)		
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Marketing and IB	
Course Code: 217P01C609	Name of the Course: Customer Relationship Management (CRM)	
<p>Instructions:</p> <p>1. Question 1 is COMPULSORY.</p> <p>Choose any TWO QUESTIONS from Questions 2 to 5.</p> <p>2. Supplement your answers with suitable theory and examples where necessary.</p>		

Question No.		Max. Marks
Q1.	<p>Analyze the case '<i>Towngas: Achieving Competitive Advantage Through Customer Relationship Management</i>' and answer the following questions:</p> <p>a) What is CRM? Why is it important to manage Customer relationships?</p> <p>b) Why did Towngas choose CRM as a tool to strengthen its business?</p> <p>c) What did it do differently from many other companies that had also invested a lot of money in CRM to find that the system was not generating the expected results?</p>	30
Q2.	<p>TVL Group was a telecommunication service provider. The organization served a large number of customers across India. Due to the traditional marketing system, it could not maintain its customer database. As a result, it took much work for the organization to reach out to the right target audience and formulate effective marketing strategies. Moreover, there needs to be more collaboration between the sales and marketing departments of the organization. This resulted in the loss of several valuable customers of the organization.</p> <p>Consequently, the CEO of TVL Group met with the heads of the sales and marketing departments to resolve such a problem in the meeting. It was identified that the organization required more automated marketing software to reach the target customers at appropriate times. Finally, the organization decided to implement ZX marketing automation software. After a few months, the organization noticed a significant improvement in its marketing efficiency and productivity.</p> <p>a) What are the benefits of implementing marketing automation and software?</p> <p>b) What information is required by TVL Group to calculate the Customer Lifetime Value (CLV/LTV)? How will CLV/LTV be beneficial for the organization?</p>	10
Q3.	<p>Microsoft launched the Xbox gaming console in 2001. For years, Microsoft used the razor-razor blade business model for Xbox. The razor-razorblade model is a pricing strategy in which one good is sold at a discount or loss and a companion consumable good at a premium to generate profits. So, Microsoft subsidized the console's price and made money from game titles. In 2017, Microsoft introduced the Xbox Game Pass, a subscription-based model for video games. Xbox game pass allowed subscribers to play new games without having to buy the titles, all for a</p>	10

	<p>monthly fee of \$15.</p> <p>The subscriber base grew to 25 million by Jan 2022. Accounting for revenue of \$16.3 million, but growth had not kept pace with expectations, partly due to post-pandemic slowdown in gaming activity. Xbox began examining strategies and plans to combat this problem. They realized that recusing churn was the only option.</p> <p>What churn reduction plans and strategies would you implement as the Strategic Business Unit head of the Microsoft Xbox division?</p>	
Q4.	<p>Comment on the CRM implications of the following quote, “Making a sale is the beginning, not the end, of the marketing effort.” Elaborate with the help of a suitable example.</p>	10
Q5.	<p>Swadi is an e-commerce start-up in the business of delivering local delicacies from various places to pan India. The company delivers foods such as sweets from Sodhani, the sweets of Jaipur, and biryani from Kolkata to name a few. The company is in the growth stage and wants to acquire a large base of customers by the following year. Recommend at least 5 customer acquisition strategies and highlight the likely advantages and disadvantages of these strategies.</p>	10