

SOMAIYA

VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaiya School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: V
	NOV/DEC-2024

Sr. No.	Subject	Available
1.	131U06C501 – Logistic & Supply Chain Management	
2.	131U06E502 – Strategic Financial Management	
3.	131U06E504 – Portfolio Management	
4.	131U06E503 – Risk Management	
5.	131U06E505 – Service Marketing	
6.	131U06E506 – Media Planning & Management	
7.	131U06E507 – Tourism Marketing	
8.	131U06E508 – Customer Relationship Management	
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LIBRARY



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VIDYAVIHAR UNIVERSITY



Semester (July - October 2024)		
Examination: End Semester Examination October 2024 (UG Programmes)		
Programme code: 06 Programme: TY BBM	Class: TY	Semester: V
Name of the Constituent College: S. K. Somaiya	Name of the Department: Business Studies	
Course Code: 131U06C501	Name of the Course: Logistics & Supply Chain Management	
Duration : 2 Hrs.	Maximum Marks: 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Give examples		

Question No.	Attempt following questions	Max. Marks	CO Attainment
Q.1. A	Define Logistics. Model integrated logistics to achieve 2 important functions of logistics. Explain with neat n clear diagram how different departments can support the flow of materials.	07	CO1
B	Enumerate the importance of Material Management (MM) w.r.t. its important principles (at least 10). Explain without diagrams equipment used for MM	08	CO1
	OR		
Q.1. C	Define Supply Chain Management. Enumerate the SCM participants. Evaluate participants' role in goal achievement. Discover the concept of Bull whip effect and its repercussions.	07	CO4
D	Justify, how study of Commercial geography is important for development of any region. Illustrate logistics role in economic development of major industrial sectors in India (any 4)	08	CO3
Q.2. A	Classify different types of vessels and vessels operators. Justify the role of Freight forwarder and NVOCC in International trade. Explain FF can perform role of NVOCC but vice versa is not possible	07	CO2
B	Evaluate Weber's assumptions and limitations in today's world. Explain how Weber can help in plant selection. Define material index.	08	CO3
	OR		
Q.2. C	Classify different factors of best transportation selection. Examine the effectiveness of multimodal transportation. Distinguish between different modes of transportation.	07	CO2
D	Explain current and modern logistical infrastructure in India and global level include block chain technology in it .	08	CO4
Q.3. A	Evaluate the need of MMTG Act. Bring out the main provisions of MMTG Act from different stakeholders' perspectives.	07	CO2
B	Explain – Green Logistics, LASH, and 4PL and Golden quadrilateral	08	CO1
	OR		
Q.3. C	Explain benefits of Warehousing (WH)? What are the different types of WH, classify w.r.t. common factors	07	CO4
D	Bring out the role of logistics in strategy. And also enumerate different objectives of Logistics along with its features.	08	CO1
Q.4	Solve the following Case Study	15	
	This case study examines the challenges faced by a global manufacturing company, "TechProd Inc.," in its supply chain operations. TechProd Inc.		

	<p>produces electronic components and devices with a worldwide customer base. The case study highlights how the company can optimize its supply chain management to enhance efficiency, reduce costs, and improve customer satisfaction.</p> <p>Background: TechProd Inc. is a renowned global manufacturing company specializing in electronic components and devices. It operates several manufacturing facilities across different countries and serves a diverse range of customers, from large multinational corporations to individual consumers. Despite its global success, TechProd Inc. faces several supply chain-related challenges.</p> <p>Offer viable solution(s) to overcome problems mentioned below:</p>		
	<p>Supplier Management: Tech-Prod Inc. relies on a vast network of suppliers across the globe, making supplier performance monitoring and quality control a significant challenge. Inconsistent quality, delays, and supplier dependencies affect production schedules.</p>	04	CO4
	<p>Inventory Control: The company often experiences issues related to excess or insufficient inventory. This results in carrying costs, obsolescence, and production delays due to unavailability of essential components.</p>	04	CO1
	<p>Transportation and Distribution: The transportation and distribution network lacks optimization, leading to high freight costs and long lead times. There are occasional issues with damaged or lost goods during transit.</p>	04	CO2
	<p>Demand Forecasting: Inaccurate demand forecasting results in production inefficiencies, including overproduction and underproduction. This affects customer satisfaction as products may not be readily available or may result in excess inventory.</p>	03	CO3



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Semester (July 2024 to October 2024)

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 06

Programme: Bachelor of Business Management

Class: TY

Semester: V

Name of the Constituent College: S K Somaiya

Name of the Department : Business Studies

Course Code: 131U06E502

Name of the Course: Strategic Financial Management

Duration : 2 Hrs.

Maximum Marks : 60

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)

Question No.		Max. Marks	Co Attainment																																				
Q.1																																							
A.	<p>Following are the details of 5 companies – X,Y,Z, O and P</p> <table><tr><th>Particulars</th><th>X</th><th>Y</th><th>Z</th><th>O</th><th>P</th></tr><tr><td>Profit after tax</td><td>11,50,000</td><td>25,00,000</td><td>22,00,000</td><td>41,00,000</td><td>22,00,000</td></tr><tr><td>Number of equity shares</td><td>1,00,000</td><td>1,00,000</td><td>1,00,000</td><td>1,00,000</td><td>1,00,000</td></tr><tr><td>Dividend pay-out ratio</td><td>35%</td><td>45%</td><td>55%</td><td>65%</td><td>70%</td></tr><tr><td>Normally earns</td><td>12%</td><td>10%</td><td>15%</td><td>20%</td><td>12.5%</td></tr><tr><td>Growth rate</td><td>5%</td><td>15%</td><td>8%</td><td>9%</td><td>10%</td></tr></table> <p>Calculate market price as per Gordon and Walter model.</p> <p>OR</p>	Particulars	X	Y	Z	O	P	Profit after tax	11,50,000	25,00,000	22,00,000	41,00,000	22,00,000	Number of equity shares	1,00,000	1,00,000	1,00,000	1,00,000	1,00,000	Dividend pay-out ratio	35%	45%	55%	65%	70%	Normally earns	12%	10%	15%	20%	12.5%	Growth rate	5%	15%	8%	9%	10%	15	01
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B	<p>Mr.Ram the CFO of Major ltd. Is thinking of acquiring minor ltd. In order to aid his decision help him understand the different types of mergers with suitable example.</p>	15	03																																				
Q.2	<p>The Oriental Engineering Co. Ltd., is planning to, purchase a machine. A choice is to be made out of two machine A and B, the details of which are given below</p> <table><tr><th>Particular</th><th>Machine A</th><th>Machine B</th></tr><tr><td>Cost of capital (Purchase price of the machine)</td><td>910000</td><td>950000</td></tr><tr><td>Sales</td><td>150000</td><td>150000</td></tr><tr><td>Labour</td><td>15000</td><td>13000</td></tr></table>	Particular	Machine A	Machine B	Cost of capital (Purchase price of the machine)	910000	950000	Sales	150000	150000	Labour	15000	13000	15	02																								
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Cost of capital (Purchase price of the machine)	910000	950000																																					
Sales	150000	150000																																					
Labour	15000	13000																																					

Material	12000	15000
Overhead	18000	15000
Office cost	6000	2000
Selling and Distribution	2000	2000

The expected serviceable life of machine A is 4 years and B 5 years. Sales expected to continue at the above rates for the full serviceable life of machine. The costs relate to annual expenditure to be incurred as a result of machines. The amount of tax to be paid is 30% of net earnings. It may be assumed that cash is received from sales and paid for the costs in the respective years. The appropriate rate of interest for reducing the cash flow to present value may be taken as 11%.

Calculate NPV, Payback period, Discounted payback period and Profitability index for both the machines & suggest which one to choose

OR

The National Transport Company has a number of large trucks. One of the trucks is in poor condition and needs an immediate renovation at a cost of \$100,000. An overhaul of engine will also be needed 6-years from now at a cost of \$10,000. If these costs are incurred, the truck will be useful for 12 years. After 12-year period, it will be sold at a salvage value (scrap value) of \$30,000. At this time, the salvage value of the truck is \$35,000. The total annual revenues of the truck will be \$200,000 and the total cost to operate the truck will be \$150,000 per year.

Alternatively, National Transport Company can purchase a new truck for \$180,000. The new truck will require some repairs at the end of 6-year period at a cost of \$5,000. Its salvage value will be \$30,000 after its useful life of 10 years. The total annual revenues of the new truck will be \$200,000 and its operating cost will be \$110,000 per year.

The company's required rate of return is 16% before taxes.

Calculate NPV



Q.3

Balance Sheet

Liabilities	2010 (₹)	2011 (₹)	Assets	2010 (₹)	2011 (₹)
Equity Share Capital	2,00,000	3,00,000	Bank	45,000	-
Preference Share Capital	-	1,00,000	Cash	5,000	-
Profit and Loss Account	1,00,000	2,00,000	Stock	1,00,000	1,70,000
Loan	2,00,000	-	Bills Receivable	50,000	1,00,000
Provision for Taxation	30,000	50,000	Fixed Assets	4,00,000	7,00,000
Bills Payable	50,000	70,000			
Bank Overdraft	-	1,00,000			
Loan from Rahul	20,000	1,50,000			
	6,00,000	9,70,000		6,00,000	9,70,000

OR

From the following information, prepare cash flow statement:
Balance-Sheet

Liabilities	1-1-2012	31-12-2012	Assets	1-1-2012	31-12-2012
Share Capital	2,00,000	2,00,000	Cash	8,000	10,000
Profit & Loss	50,000	90,000	Bank	22,000	20,000
Bank Loan	10,000	-	Debtors	10,000	20,000
Outstanding Expenses	5,000	1,000	Stock	25,000	15,000
Creditors	15,000	20,000	Non-current asset	2,35,000	2,75,000
Provision for tax	20,000	25,000			
Unclaimed Dividend	-	4,000			
	3,00,000	3,40,000		3,00,000	3,40,000

Net profit for the year 2012 after providing Rs.20,000 as depreciation was Rs. 60,000.
During 2012, company declared equity dividend @ 10% and paid Rs. 15,000 as Income-tax.

Q.4

Explain the following concepts (5 marks each)

1. CAPM model
2. Ronak is studying dividends. Help him understand the term MM model
3. Company A has given 10% dividend, discuss the different dividend policies and different types of dividend policies.

15

03
02
02



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November 2024

Examination: End Semester Examination November 2024 (UG/PG Programmes)

Programme code: 06		Class: TYBBM	Semester: V
Programme: BBM			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: : 131U06E504	Name of the Course: Portfolio Management		
Duration: 2 Hrs.	Maximum Marks: 60		
Instructions: 1) Draw neat diagrams 2) Give examples as applicable			

Question No.		Max. Marks	CO Attainment
Q.1	A) How would you define investment? Additionally, why is it important to prioritize investing as a key financial strategy? Provide examples or real-world scenarios where strategic investing has a significant impact on financial well-being.	8	CO1
	B) Compare investing and savings & discuss the steps involved in investment process.	7	CO1
	OR		
	C) Interpret the concept of portfolio investing with Reits and Invits.	7	CO1
Q.2	D) Discuss the investment objectives in Detail	8	CO1
	A) Explain what is Portfolio Management quoting examples and list the objectives of the same.	8	CO2
	B) Justify the benefits of proper asset allocation.	7	CO2
	OR		
Q.3	C) Appraise the Objectives of Financial Portfolio Management.	7	CO2
	D) Bring out the differences between Passive & active investing styles in the markets.	8	CO3
	A) Recommend Investing Avenues with diagrammatic Representation.	15	CO1
	OR		
Q.3	B) You are required to discuss with your team about Portfolio Management and the Types available in the market.	8	CO2

	C) Who Should opt for Portfolio Management? And Why and how do you think it will make a difference in Investing patterns.	7	CO2
Q.4	Answer All 3 Concepts for 5 marks Each : A. Dow Jones and Random Walk Theory B. Stock market indices C. Bond Immunization Strategy	15	CO4 CO3 CO2



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Semester (July 2024 to November 2024)

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 06

Programme: BBM

Class: TY

Semester: V(SVU 2024)

Name of the Constituent College: S K Somaiya College

Name of the Department: Business Studies

Course Code: 131V06E503

Name of the Course: Risk Management

Duration : 2 Hrs.

Maximum Marks : 60

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary

Question No.		Max. Marks	CO
Q.1	<p>A. Mr. Jay, a trader hedges his position by using derivatives. Discuss the Futures and Forward instruments of derivatives. (8 marks)</p> <p>B. M/S Leo Ltd, an insurance company adopts the modern theory of risk sharing by reinsurance strategy. Enumerate the content of Reinsurance in detail. (7 marks)</p> <p><u>OR</u></p> <p>C. A company Pebble Ltd was facing risk, so to manage the risks they adopted system audit strategy. Discuss the significance of System Audit and its role to mitigate risk. (15 marks)</p>	15	CO1 CO4 CO2
Q 2	<p>A. Coal Ltd. decides to adopt the strategy of Enterprise Risk Management. Mention the process of ERM. (8 marks)</p> <p>B. IRDA is the regulatory body in India. Mention the framework of IRDA in your own words. (7 marks)</p> <p><u>OR</u></p> <p>C. Alpa Ltd, a software company has faced various risk like political risk, technological risk and commercial risk. Illustrate the risks with examples. (15 marks)</p>	15	CO2 CO4 CO1
Q3 A	<p>A. Sunrise Ltd, an insurance company evaluating the modern concept of Bancassurance and Alternate Risk transfer. Highlight the content on same. (8 marks)</p> <p>B. Stakeholders in an organization has a direct relationship with the associated risk. Discuss the various techniques to meet stakeholder's expectation and managing their risk. (7 marks)</p> <p><u>Or</u></p> <p>C. Risk Governance is a systematic approach for making decision and to achieve more effective risk management". Elaborate Risk governance and mention various benefits of GRC. (15 marks)</p>	15	CO4 CO3 CO3
Q.4	<p><u>Solve the following :</u></p> <p>A. The following is the information, Calculate the Beta of the security TVS</p>	15	CO1

Year	Return of security TVS	Market Returns
1	10	11
2	12	13
3	14	15
4	14	12
5	18	11
6	11	10
7	12	12

B. A bond is priced at Rs. 1500 that pays 5% coupon and matures in 5 years. Interest rate is 4%. The bonds pays coupon annually and pays the principal on final payment. Calculate the Macaulay duration.

CO1



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November / December 2024

Examination: End Semester Examination (UG Programmes)

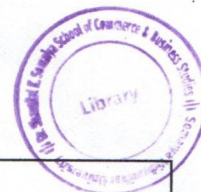
Examination: End Semester Examination (UG Programmes)			
Programme code:06		Class: TY	Semester: V
Programme: BBM			
Name of the Constituent College: S K Somaiya		Name of the Department	
Course Code: 131U06E505	Name of the Course:Service Marketing		
Duration : 2 Hr.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Give appropriate examples .			

Question No.		Max. Marks	CO
Q1	A) Analyze the key differences between goods and services, and evaluate how the key characteristics of services impact marketing strategies for service firms.	15	CO1
	OR		
	B) i) Apply the "Flower of Services" model to a service firm of your choice and analyze how supplementary services enhance the core offering. ii) Enumerate the different ways of classifying services	08 07	CO2
Q 2	A) What are the five key components of a service blueprint, and how is each component essential to designing a service process of a hotel .	15	CO3
	OR		
	B) What are the key strategies and tactics for managing demand and supply fluctuations in the service industry?	15	CO3
Q 3	A) What are the five key dimensions of the SERVQUAL model, and how are they used to assess service quality?	15	CO4
	OR		
	B) Starbucks leverages its servicescape to create a unique and inviting atmosphere, fostering customer loyalty. By focusing on physical elements like comfortable seating, ambient lighting, and free Wi-Fi, Starbucks transforms coffee shops into third places for relaxation, work, and social interaction. Well-trained employees further enhance	15	CO4

	<p>the customer experience through personalized service. This strategic approach has set a high industry standard, making it difficult for competitors to replicate Starbucks' success.</p> <p>i) Elaborate on the importance of physical evidence in services</p> <p>ii) Explain the service marketing Triangle wrt the internal, external and moments of truth wrt the above case ?</p>		
Q 4	<p>Analyze the case and answer the questions given below:</p> <p>Kartik was delighted to get a phone call from the company saying that the new car that had been launched only a month back was ready for delivery. The appointment was fixed for the next morning at 10am. Kartik and his family reached the show room promptly at 10, hoping to collect the vehicle before the inauspicious Rahu Kalam began at 12. When he entered the showroom, nobody asked him who he was and what we wanted. After some time, he was attended to and was told to wait. An empty chair was pointed out to him, and The rest of the family had to stand. After a few minutes a young lady came with all smiles and asked whether he had bought the balance money and whether he would like to select accessories from the list which were two full pages. What balance, asked Kartik? I have paid the entire amount. Let me get the car first. She again handed over an insurance cover and after much delay and paperwork, Kartik got the car at 12:30 pm.</p> <p>a) Identify the service gaps in this case ?</p> <p>b) Do you agree there was a service failure, design a service recovery process, by frontline service employees by applying people management strategies for enhancing customer loyalty ?</p>	<p>15</p> <p>08</p> <p>07</p>	<p>CO4</p> <p>CO1</p>



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VIDYAVIHAR UNIVERSITY



Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06E506	Name of the Course: Media Planning & Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1. A	A new organic skincare brand Salakya (Organic & Holistic Skin Care) wants to reach young, eco-conscious customers aged 18-35 in major metropolitan areas. Explain the scope of media planning and analyze the role of media in consumer buying decisions for this skincare brand.	15
	OR	
Q.1. B	A national newspaper aims to expand its subscriber base among young professionals. Describe the role of the Audit Bureau of Circulation and explain how its metrics could be utilized to enhance the newspaper's market reach.	15
Q.2. A	A health and wellness brand, Swasthyam aims to introduce a new range of dietary supplements. Describe the components of an effective media strategy for this brand, focusing on health-conscious target segments.	15
	OR	
Q.2. B	A cosmetics brand, Amala (Means: clean and pure), with a national presence is expanding into different regions and needs customized media strategies. Analyze the role of situation analysis in creating an effective media strategy tailored to regional differences.	15
Q.3. A.	Riti, A fashion retailer with outlets nationwide aims to reach urban and rural customers. Design a balanced media strategy that incorporates broad media classes, vehicles, and units for effective reach and frequency.	15
	OR	
Q.3. B.	A regional radio station wants to grow its listenership among rural audiences. Apply findings from the CLB Listenership Survey and analyze how these insights would support a media strategy focused on rural engagement.	15
Q.4	Solve the following Case Study	15

Case Study: Marketing Metrics Analysis for Brand Y

Brand Nirbhaya, a skincare company, recently launched a digital ad campaign to promote its new line of organic moisturizers. The campaign ran over two months with the goal of maximizing reach and engagement with the target audience of young, environmentally conscious consumers. The campaign metrics for the two months are as follows:

1. Month 1: The campaign reached 300,000 unique viewers and generated 1.2 million total impressions.
2. Month 2: 120,000 of the original viewers saw the ad again, along with an additional 80,000 new viewers, bringing the total impressions for Month 2 to 800,000.
3. Campaign Target Audience: Brand Y's potential market size for this campaign was estimated to be 2 million viewers.

Questions: Using the information provided, calculate the following:

1. Cumulative Reach of the campaign after two months. (5 marks)
2. Average Opportunity to See (AOTS) for each month separately and then for the entire two-month period. (5 marks)
3. Gross Rating Points (GRP) for the entire two-month campaign. (5 marks)



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Semester (July 2024 to November 2024) Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06E507	Name of the Course: Tourism Marketing	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Explain the features of Tourism Marketing.	15	CO 2
	OR		
Q.1. B	Elaborate the 7A's of Tourism Destinations	15	CO 3
Q.2. A	Discuss the 4 types of tourists	8	CO 4
Q.2. B	Explain the conditions necessary for growth of package tours	7	CO 1
	OR		
Q.2. C	Elaborate in brief DLC with an example.	15	CO 2
Q.3. A	Discuss the steps involved in setting up a travel agency.	15	CO 2
	OR		
Q.3. B	New data from the company's annual sustainable travel research reveals that 45% of people feel traveling more sustainably is important, but <i>not</i> a primary consideration when planning or booking travel-Agree or Disagree	15	CO 3
Q.4	Solve the following Case Study	15	
	Airbnb Case Study – From Zero to a Billion Bookings		
	<p>Traveling has become a huge part of people's lives and Airbnb has made it extremely easy for the same. Think of Airbnb as a super creative friend who totally changed how we travel. Instead of just booking hotels, they made it possible for regular folks to rent out their places to travelers. It's like staying at a friend's place, even if you're thousands of miles away.</p> <p>Airbnb started in 2008 when Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, who used to be roommates, came up with the idea. The name comes from "Air Bed and Breakfast." They wanted to help people find places to stay using the internet. Instead of regular hotels, Airbnb focuses on homestays, places that aren't hotels but feel like someone's home. It began in San Francisco as a cheaper option to hotels under the website Airbedandbreakfast.com. By 2022, it became worth \$38 billion and now in 2024, it became worth \$87.31 billion.</p> <p>The company's competitive edge lies in its emphasis on the motto 'Live like a local,' aiming to integrate travelers into communities, fostering a sense of being good neighbors wherever they go.</p>		

	<p>Spending nearly two years mostly at home, unable to move around much, really stressed people out. So, when the COVID-19 vaccine became available in 2021, and things got a bit less scary, lots of folks suddenly wanted to go on trips. Many were even ready to spend more on travel than on anything else.</p> <p>As companies embrace the new normal of working from home, an increase in business-related travel has been observed since last year. Global corporations are sending their employees to headquarters for meetings and training sessions.</p> <p>Family trips are becoming hugely popular, so places perfect for families saw lots of visitors. Spots with cool things for kids, like zoos, museums, and theme parks, got busier with families going on vacations this year. Some families, especially those with older kids, liked booking longer stays in quieter countryside areas.</p> <p>In the travel industry, maintaining a steady social media presence is essential. Besides actively using its Instagram account, Airbnb collaborates with numerous travel bloggers. These partnerships aim to tap into the influencers' audience and create buzz.</p> <p>Consumers see Airbnb as one of their top favorite brands, which is crucial for Airbnb's success. The brand continuously works hard to craft outstanding and unforgettable experiences for its clients, making it a preferred choice in the global market.</p>		
Q.4.A	Airbnb's digital marketing strategies serve as an excellent example for struggling startups-Agree or Disagree		CO 2
Q.4.B	Chalk out the difference between staying at a hotel and an Airbnb with reasons.		CO 1
Q.4.C	In 2020, a 'crisis year' for tourism in South Africa, travel on Airbnb contributed more than R8 billion to the economy supporting around 22,000 jobs- can this be applied to India as well.		CO 3



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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 06	Class: TY	Semester: V
Programme: BBM		
Name of the Constituent College: S.K.Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06E508	Name of the Course: Customer Relationship Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2) Provide suitable examples wherever possible.		

Question No.		Max. Marks	CO
Q.1. A	Elaborate on Customer Relationship Management and Outline the History of CRM.	15	CO 1
	OR		
Q.1. B	Explain the sources of creating value for customers.	15	CO 1
Q.2. A	Illustrate on different loyalty bonds that organizations can build with customers.	15	CO 2
	OR		
Q.2. B	Extend on customer retention and its strategies.	15	CO 2
Q.3. A.	Explain Sales force automation.	15	CO 3
	OR		
Q.3. B.	Distinguish between Customer Service and Customer Support.	15	CO 3
Q.4	Solve the following Case Study	15	CO 4
	<p>ABC limited had made a decision to put in place the “best of breed” CRM system to automate its sales force. They also pulled in one of the world’s largest CRM consulting firms to customize the software. But things began to go wrong. The consulting firm quoted a figure of \$20 million for them to design and customize the new CRM tool. The CIO felt that this was much too high and threw the price back at them, resulting in the consultants not only reducing the price but lowering the scope of work as well; they would make the same margin but do less work. The price was cut to \$12 million by removing all of the business consulting related to the technology. This included the process definition, business logic, and work flow etc. Basically, this was everything that the CRM was supposed to automate</p> <p>But the CIO made a massive error, believing that all of these processes already existed or could be developed in-house. The fact was, they did not and the company had nothing to start with. Realizing their mistake, the company began to recruit hordes of additional consultants to take care of the creation and automation of the sales and marketing systems. The systems integrator was asking them to automate content that didn’t exist. Now the budget began to rapidly expand, quickly surpassing the original</p>		

figure of \$20 million. Added to this, the brief had originally been limited to dealing with the automation of order entry and other basic sales tasks but it didn't stay this way. Now it has become an ever-growing wish list of must-have CRM features. It was decided that while they were at it, they could automate the pricing process, add a product configuration tool and integrate with the ERP.

The scope of the CRM functionality and the requirement of the business to quantify the underlying processes soon spiraled way out of control. In the end, the company spent \$90 million on the CRM tool, paying the vendor \$15 million and consultants \$75 million!

But worse was to come. No-one in the company ever got to use the CRM as it was never successfully deployed. Years later as the economy slowed down, the company gave up on the system and finally went out of business.

Question:

1: Elaborate on the process of CRM.

2: Create a possible CRM implementation strategy for ABC limited.