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UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
(ONLINE)
SEMESTER I
SESSION 2020/2021

COURSE NAME	:	CUSTOMER RELATIONSHIP MANAGEMENT
COURSE CODE	:	BIT 30603
PROGRAMME CODE	:	BIT
EXAMINATION DATE	:	JANUARY/ FEBRUARY 2021
DURATION	:	3 HOURS
INSTRUCTION	:	1. ANSWER **ALL** QUESTIONS 2. PLEASE MAKE SURE TO CLICK "SAVE ANSWER" BUTTON FOR SUBJECTIVE QUESTIONS. OBJECTIVE QUESTIONS ARE SAVED AUTOMATICALLY

TERBUKA

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

Answer **ALL** questions.

Q1   Analyze the influence of social networks on the development of trust and commitment in bilateral relationships between customers and organizations.

(6 marks)

Q2   Explain the difference within a Customer Relationship Management (CRM) implementation project between a mail-order company and a company that supplies electronic products in the consumer market.

(4 marks)

Q3   Give **TWO (2)** examples of market circumstances that is unwise to aim for customer intimacy strategy.

(4 marks)

Q4   Explain how customer intimacy is implemented in **FIVE (5) different** examples of business sectors.

(10 marks)

Q5   Explain the difference between positive disconfirmation and negative disconfirmation of customer satisfaction using examples.

(6 marks)

Q6   Discuss the difference in segmentation that arise between the business and the consumer markets.

(6 marks)

Q7   How can the outcomes of a retention analysis be used in a marketing campaign?

(4 marks)

Q8   Use **THREE (3)** examples of innovative multichannel programs to explain how cost can be lowered while improving accessibility and increasing customer experiences.

(6 marks)

Q9   Identify **TWO (2)** conflicts that may arise between these different channels, the telephone, the internet and the direct sales if CRM system is not implemented.

(4 marks)

Q10   Questions **Q10(a) – Q10(c)** will be based on **FIGURE Q10**.

> The traditional shopkeeper who still maintains personal contact with some of their customers is considered to have more tacit knowledge of their customers than the CRM manager with expensive software and databases at their disposal.

FIGURE Q10

(a)   Do you agree with the statement? Justify your answer.

(2 marks)

(b)   Why does the tacit customer knowledge kept in the memories of shopkeeper are proven inadequate?

(2 marks)

(c)   Why is it that the CRM manager appears to be lag behind the classic shopkeeper?

(2 marks)

Q11   Explain how an organization benefits through the integration of customer knowledge.

(4 marks)

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Q12   Questions **Q12(a) – Q12(b)** will be based on **FIGURE Q12.**

Hazwan is the owner of Hazwan Sport Equipment in Batu Pahat. He calculates that his customer churn rate is 20%. He has gross margin(m) per customer lifespan of RM800. The rate of discount(i) is given at 10%.

FIGURE Q12

(a)   Calculate lifetime value of the customer (LTV) where $LTV = m\left(\frac{r}{1+i-r}\right)$, and r is retention rate. (Show your works)

(6 marks)

(b)   Explain **TWO (2)** advantages of computing a customer lifetime value.

(4 marks)

-END OF QUESTIONS -

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