UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2010/2011

COURSE NAME	:	CUSTOMER RELATIONSHIP MANAGEMENT
COURSE CODE	:	BIT 3063
PROGRAMME	:	BACHELOR OF INFORMATION TECHNOLOGY
EXAMINATION DATE	:	APRIL/MAY 2011
DURATION	:	2 ½ HOURS
INSTRUCTION	:	ANSWER **ALL** QUESTIONS.

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

Q1 (a) Define Customer Relationship Management (CRM) from the information technology point of view.

(4 marks)

(b) Explain **FOUR (4)** types of Customer Relationship Management.

(16 marks)

Q2 (a) Justify a customer journey from prospect status to loyal customer.

(10 marks)

(b) Discuss `Dwyer, Schurr & Oh's model` of relationship change.

(10 marks)

Q3 (a) Explain service automation.

(4 marks)

(b) Discuss **THREE (3)** major contexts where service automation is used.

(12 marks)

(c) Justify **TWO (2)** benefits of service automation.

(4 marks)

Q4 Email marketing is a massive industry. In US alone, spending on email marketing grows from USD 338 million in 2006 to USD 616 million in 2011. However 50 per cent or more of e-mail sent to prospect or potential customer accidentally consider as spam thus did not reach the prospect or potential customer. It is consider as a major loss to a company if they did not react quickly to this matter.

(a) Suggest a solution so that the email sent to potential customers will not be considered as spam.

(2 marks)

(b) Describe steps in using a solution you provided in **Q4(a)**.

(8 marks)

(c) Discuss how a solution you provided in **Q4(a)** gives an additional value in customer relationship such as frequent of contact and personalization.

(10 marks)