



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2011/2012**

COURSE NAME : CUSTOMER RELATIONSHIP
MANAGEMENT
COURSE CODE : BIT 3063/BIT 30603
PROGRAMME : BACHELOR OF INFORMATION
TECHNOLOGY
EXAMINATION DATE : JUNE 2012
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS.

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

Instruction: Answer **ALL** questions.

- Q1**
- (a) Outline the origin of Customer Relationship Management (CRM) from a standalone technology to web browser portal interface. (8 marks)
 - (b) Explain **THREE (3)** technology challenges in CRM. (6 marks)
 - (c) Describe **TWO (2)** challenges of multi-channel CRM and the solutions for each. (6 marks)
- Q2**
- (a) Differentiate between standardized and query-based reporting in CRM software. (4 marks)
 - (b) Illustrate the relationship of a service providers, solution providers and hardware and infrastructure vendors in a CRM ecosystem. (9 marks)
 - (c) Describe **THREE (3)** groups of CRM solutions providers and give **ONE (1)** example of each group. (9 marks)
- Q3**
- (a) Explain how customer portfolio management can optimize business performance. (4 marks)
 - (b) Differentiate between intuitive and data-based segmentation. (6 marks)
 - (c) Give **ONE (1)** example for each of user attribute criteria in segmenting consumer market listed below. (6 marks)
 - i. demographic attribute
 - ii. demographic attribute
 - iii. psychographic attribute
 - (d) Given the following information, calculate the lifetime value for the following customer. (4 marks)
 - Retention rate : 80%
 - Discount rate : 10 %
 - Margin : RM300

Q4 Given the following problem statement:

LampinBaby Sdn Bhd is establishing a database that contained the names of mothers and expectant mothers in Malaysia. It is estimated that a parent with a baby will spend RM1,400 annually on disposable diapers.

- (a) Explain why do LampinBaby Sdn Bhd wishes to establish a database of mothers and expectant mothers. (4 marks)
- (b) Identify **THREE (3)** sources of customer data for LampinBaby Sdn Bhd. (6 marks)
- (c) Analyze **ONE (1)** customer profiling management method that can be employed by LampinBaby Sdn Bhd. (4 marks)
- (d) Explain **TWO (2)** reasons why Huggies should focus on developing loyalty among their customers. (4 marks)

- Q5**
- (a) One of the attributes of a company with excellent customer service is employing the latest information technology to serve their customers. State **THREE (3)** ways of the company can use the technology to better serve their customer. (6 marks)
 - (b) Define service automation. (3 marks)
 - (c) Describe how service automation is deployed in the following areas.
 - i. call-centres
 - ii. help-desk
 (6 marks)
 - (d) Give **ONE (1)** example of customer self-service and explain the **TWO (2)** advantages for company which offers this kind of service. (5 marks)