UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2021/2022

COURSE NAME	:	CUSTOMER RELATIONSHIP MANAGEMENT
COURSE CODE	:	BIT 30603
PROGRAMME CODE	:	BIT
EXAMINATION DATE	:	JULY 2022
DURATION	:	3 HOURS
INSTRUCTION	:	1. ANSWERS ALL QUESTIONS.
		2. THIS FINAL EXAMINATION IS AN **ONLINE ASSESSMENT** AND CONDUCTED VIA **CLOSE BOOK**.
		3. STUDENT ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK.

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

TERBUKA

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

(6 marks)

Q2   Why is it important that Customer Relationship Management (CRM) be customer-driven rather than technology-driven?

(4 marks)

Q3   How is CRM integrated with the processes associated with data analysis?

(4 marks)

Q4   Explain how customer intimacy is implemented in **THREE (3)** different examples of business sectors.

(6 marks)

Q5   Explain why the customer intimacy value discipline is considered to be a defensive strategy.

(4 marks)

Q6   Explain the difference between positive disconfirmation and negative disconfirmation of customer satisfaction using examples.

(6 marks)

Q7   Discuss the difference in segmentation that arise between the business and the consumer markets.

(4 marks)

Q8   Explain **TWO (2)** examples on how an e-commerce site utilized marketing automation to communicate with its customers.

(4 marks)

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Q9   Use **THREE (3)** examples of innovative multichannel programs to explain how cost can be lowered while improving accessibility and increasing customer experiences.

(6 marks)

Q10   Identify **THREE (3)** conflicts that may arise between these different channels, the telephone, the internet and the direct sales if CRM system is not implemented.

(6 marks)

Q11   Based on **Figure Q11,** answer **Q11(a) – Q11(c).**

> 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 Q11

(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 inadequate?

(2 marks)

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

(2 marks)

Q12   Explain how an organization benefits through the integration of customer knowledge.

(4 marks)

Q13 Based on **Figure Q13,** answer **Q13(a)** and **Q13(b).**

Rozana is the owner of Myra Sara Boutique in Batu Pahat. Her customer churn rate is 15%. She has gross margin (m) per customer lifespan of RM700. The rate of discount (i) is given at 10%.

Figure Q13

(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 -