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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2013/2014**

COURSE NAME : CUSTOMER RELATIONSHIP  
MANAGEMENT  
COURSE CODE : BIT3063/ BIT30603  
PROGRAMME : 3 BIT  
EXAMINATION DATE : JUNE 2014  
DURATION : 2 HOURS AND 30 MINUTES  
INSTRUCTION : ANSWER ALL QUESTIONS

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

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- Q1**
- (a) Discuss 4P marketing in old marketing trend. (8 marks)
  - (b) Compare offensive marketing and defensive marketing. (6 marks)
  - (c) List **FOUR (4)** types of Strategically Significant Customer (SSC). (4 marks)
  - (d) Describe any **TWO (2)** from the answer in **Q1(c)**. (4 marks)
  - (e) Explain Production-Oriented business. (3 marks)
- Q2**
- (a) Classify the challenges faced in Customer Relationship Management (CRM) technology. (4 marks)
  - (b) Classify the challenges in multiple channel communication between organization, partners and customers. (10 marks)
  - (c) Explain Knowledge Management and its role in any organization. (6 marks)
  - (d) List **FIVE (5)** types of CRM service providers. Give **ONE (1)** example each. (5 marks)

- Q3**
- (a) Define customer portfolio. (2 marks)
  - (b) List **FIVE (5)** basic disciplines for Customer Portfolio Management. (5 marks)
  - (c) Compare Intuitive Segmentation and Data-Based segmentation. (6 marks)
  - (d) Calculate the lifetime value for Figure **Q3(d)**.

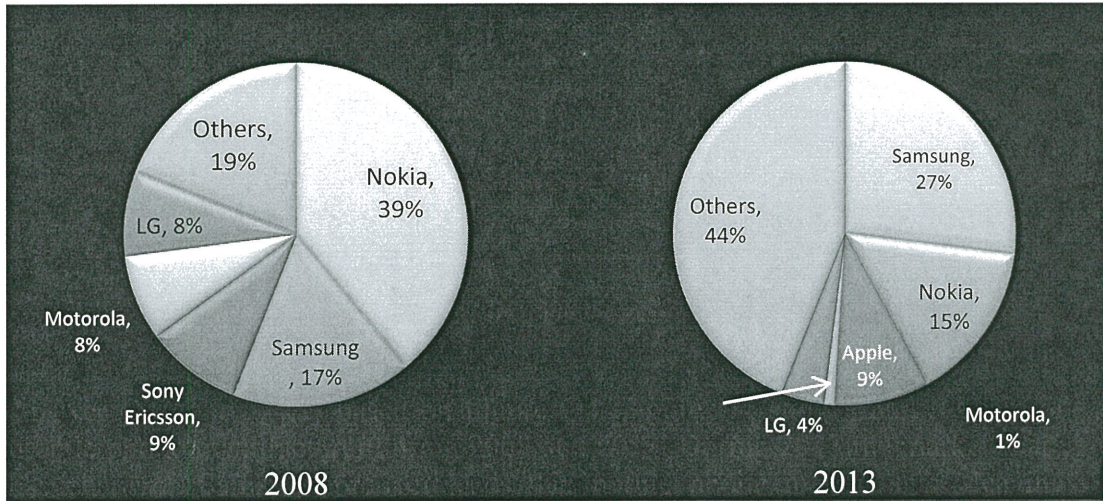
En. Hassan is the owner of Chamek Cafe at Bandar Penawar. He calculates that customer retention rate over a period of time is 80%. He has gross margin per customer lifespan of RM1000. The 'rate of discount' is the interest rate used in discount cash flow analysis to determine the present value of future cash flows. Usually this number falls between 8% and 15%. He usually gives 10%.

**FIGURE Q3(d)**

(4 marks)

- (e) Explain **FOUR (4)** key technological elements of Service Automation. (8 marks)

**Q4** Answer **Q4(a)** to **Q4(c)** based on Figure **Q4**. Figure **Q4** shows market share of mobile phone manufacturer during 2008 and 2013. During 2013 the market share has changed. Samsung product leads the mobile phone market share leaving Nokia behind.



**FIGURE Q4**

- (a) Analyze the situation from CRM Strategic marketing perspective. (15 marks)
- (b) Define customer service in the context of the improved Samsung market share. (2 marks)
- (c) Describe how customer service contributes to the improved Samsung market share. Consider integrity and attribute of excellent service in your answer. (8 marks)

**- END OF QUESTION -**

