

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (SM)**

**FOURTH TRIMESTER (Batch 2020-22)**

**END TERM (RE-APPEAR) EXAMINATIONS, NOVEMBER, 2021**

Course Name	Customer Experience Management	Course Code	<b>MKT409</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**Read all Instructions carefully :**

1. All 3 Questions are mandatory
2. Each Question specifies the Marks and recommended time to complete
3. Questions may be attempted in any sequence, subject to the total duration of 2 hours
4. Answers in .doc/.docx , once uploaded in Moodle shall not be available for revision or resubmission even during the rest of the examination.

Read the case carefully and answer the questions that follow :

With placement season at the doorstep, you have worked every detail to ensure you make a remarkable impression once you are shortlisted for the interview. In preparation for your interview, you decide to buy a branded business suit with customized fitting, You have aspired to buy a Gucci business suit, ever since you saw your seniors who visited the campus recently. Having mustered the courage to get your family to support you for this expensive purchase, you finally bought the Gucci business suit, however during your first interview itself you realise that the sleeve length is a bit too long for you. However you do not have enough time before your next round, to go back to the store and have it fixed. You called up the customer service who apologized for the poor experience and offer to pick up the suit from the campus, have it fixed, and return it to you within 3 hours. This seems to be a practical solution, and you are willing to take the risk. You go ahead and have the suit picked up and they are able to return the suit as promised within two and a half hours itself. In the meanwhile, you have been able to concentrate on preparing for the next round on interview that is scheduled with the CMO.

You make a dashing entry and it gives you the confidence to field all the questions that are asked. You get selected. Gucci saved the day.

- Q1. Based on the above caselet, **construct** a customer journey map, and **recommend** marketing actions at each moment of truth that can be undertaken by the brand.
- (15 Marks, 45 minutes)
- Q2. AI is playing a progressively central role in taking Customer Experience Management, to the next level. Illustrate with suitable examples of your own.
- (10 Marks, 30 minutes)
- Q3. Reflect on your most recent visit to a large format retail store. Create a CEM Framework on following lines :
- a. Analyse the experiential world
  - b. Build the experiential platform
  - c. Design the brand experience
  - d. Structure the Customer interface
  - e. List out Customer enthralling innovations

(15 Marks, 45 minutes)