



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, January 2022

Course Name	Customer Relationship Management	Course Code	MKT502
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Please answer all questions and all sub parts.
- Please write in point form wherever possible

Q1. A customer life cycle process is made up of five stages. Construct a typical customer journey map by explaining each stage briefly in terms of what it all about, its significance in the life cycle and the key questions marketers needs to ask at each stage. **(Total 15 marks)**

- Reach **(3 marks)**
- Acquisition **(3 marks)**
- Conversion **(3 marks)**
- Retention **(3 marks)**
- Loyalty **(3 marks)**

Q2. Assuming yourself as a manager who is leading the following situation, mention your response with proper justification applying concept of service recovery **(5 marks)**

You are Manager Service & Operations at Hyundai Service Centre, Sector 62, Noida. Mr. Mittal a new customer had given his Hyundai Creta for servicing on January 10, 2022 and was committed a time of 10:00 am for the pickup, post service on January 11, 2022; however, when Mr. Mittal visited to pick his car, he was intimated about a four-hour delay. As there was no prior intimation given for the delay to the customer, the unexpected delay made him upset, and more so, since he was with his family. Being a manager how will you tackle this situation in your favor?

Q3. Read the following case study carefully and answer the following questions: (20 Marks)

Nestlé's dairy development heritage in India began humbly in Moga on 15 November 1961, collecting only 511 kgs of milk on our first day. Today, Nestlé's Moga factory collects over 1.3 million kgs of milk per day during the flush season, with over 110,000 farmers in India selling milk to Nestlé. Nestlé's milk collection area has expanded over the years and today covers 30,000 square kilometres. They have also constructed 2,815 milk collection centres in villages across the country to facilitate considerable daily milk collection.

One of Nestlé's many success stories in the dairy sector is that of milk farmer Jagdeep Singh Sandhu, who hails from the village Assal in Ferozepur. Jagdeep began dairy farming in 2001 with one buffalo as he found the milk market remunerative. By 2004, he had managed to gradually increase his herd of

buffaloes to 25. He soon associated himself with Nestlé who, by 2007, had assisted him in procuring a loan and encouraged him to increase his cow herd to 36 animals. In 2008, Nestlé sponsored Jagdeep's visit to the World Dairy Exposition in USA to gain more knowledge regarding commercial dairy farming. After his visit, Nestlé introduced best practices for dairy farming at his farm, including better calf management, silage preparation and shed expansion. With the adaptation of best practices at Jagdeep's farm, he soon saw increased milk productivity. Nestlé consequently installed a milk chilling facility at his farm to ensure 'chilling at source'. In 2010, we also installed a milking parlour at his farm. Today Jagdeep owns 78 cows in all, with 40 cows in milk, producing an average of 700 kgs of milk daily. His total income from milk is INR 32, 00,000 every year. In his six year long relationship with Nestlé, Jagdeep has come a long way and is today a role model for other farmers in the area. In September 2010, the Deputy Commissioner of Ferozepur visited Jagdeep's farm and highly commended his efforts.

Answer the following questions:

1. Identify how Nestle has succeeded in business transformation through Relationship Marketing?
(10 Marks)
2. Examine how Nestle can use CRM practices to further grow this business. (10 Marks)