



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM (G/S/M)**  
**FIFTH TRIMESTER (Batch 2016-18)**  
**MID TERM EXAMINATIONS, NOVEMBER 2017**

Course Name	Customer Relationship Management	Course Code	MKT502
Max. Time	1 hour	Max. Marks	20

**INSTRUCTIONS:** *Answer the following questions.*

1. “Combatting customer churn or attrition for brick-and-mortar stores has become increasingly important especially in an age where big-box stores and retailers are ambushed by the likes of Amazon (significantly deepened its presence in India), Flipkart and Paytm. While customer churn is not a new phenomenon for retailers, ecommerce giants, known for luring customers with jaw-dropping discounts, have made mapping the churn the most important metric of late. Also, the lines between offline and online are blurring. For example, Seattle-headquartered, Jeff Bezos led Amazon has taken an omni-channel route (deepening offline presence) in India to consolidate its market dominance. Case in point – it recently picked up a 5% stake in leading department chain Shoppers Stop and will soon open “experience centres” in Shoppers Stop.”  
(Source: <https://analyticsindiamag.com/is-customer-churn-the-most-important-metric-to-track-for-retailers/>)

What is Customer Churn? Suggest appropriate customer retention strategies that may be used by retailers. **6 marks**

2. Peppers and Rodgers, the proponents of relationship marketing had suggested the IDIC model to convert existing customers into loyal customers. How would you use the IDIC framework to develop relationships with the existing customers of a bank? **6 marks**
3. Write short notes on the following concepts (provide suitable examples): **(4x2) 8 marks**
- Customer Lifetime Value
  - Customer Complaint Management System