

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (SM)**

**IV TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, NOVEMBER 2022**

**Set - B**

Course Name	Customer Experience Management	Course Code	20138
Max. Time	2 hours	Max. Marks	40 MM

**INSTRUCTIONS:**

- All Questions are mandatory
- Create a distinct MS Word file for Each Answer and **submit each Answer sheet separately in moodle.**
- File name to be Roll No Name and Answer No, eg. **PGFA1234 Ayushi Gupta A1a**
- A1a and A1b to be saved under the same document
- Overall Permissible Plagiarism. is 10%**
- Plagiarism Penalty Clause: 11-20% - Minus 5 Marks and Above 20% - Reappear**

Q1a. Analyze a recent purchase made by you online, on lines of the Moments of Truth. Defend your answer with suitable justification for each moment.

(4 X 4 = 16 Marks)

Q1b. Would there be a 3<sup>rd</sup> Moment of Truth ? If yes, Why ? In no, why not?

(4 Marks)

Q2. Distinguish Between Omni Channel and Unified Ecommerce with suitable examples from apparel buying experience.

(5 X 2 = 10 Marks)

Read this Customer Review and answer the question that follows :

I was given an ecard which expired recently (during a national lockdown). Because of the pandemic, I haven't been to a shop since February 2021 and I can't see the point in shielding if I'm ordering in non essential items who knows how many people have handled in a shop and what if the items need to be returned? How do I do that from home during a pandemic?

I requested that the ecard be extended because of the worldwide pandemic and national lockdown.

I phoned customer service and 'Komal' was extremely rude and complained about how s/he had to work from home. It was completely inappropriate and unprofessional and aren't most people working from home during the lockdown? I know I am! I was eventually

told to email M&S which I did and the auto reply said they will respond in 48 hours however due to the pandemic it could take longer and I was asked to 'be patient'.

It actually took weeks for them to respond and say that they would not extend the ecard and M&S are keeping my ₹100. I immediately responded that it seemed unfair they were unwilling to extend the ecard given the circumstances and I asked to raise my complaint with the complaints department. Weeks later I received nearly the exact same email they are not extending my ecard and M&S are keeping my ₹100. I've again had to say I want to raise a complaint and who do I speak with to do that. No response so far.

The customer service is completely shocking and 'be patient' due to the pandemic seems very one sided in M&S's favour. I'm taking away from this experience that M&S do not care about customers. I can't even get a hold of them to complain to them directly so I'm posting my experience here.

**Date of experience:** February 2022

([https://www.tripadvisor.com/ShowUserReviews-g186363-d584897-r783131628-Marks\\_Spencer-Reading\\_Berkshire\\_England.html](https://www.tripadvisor.com/ShowUserReviews-g186363-d584897-r783131628-Marks_Spencer-Reading_Berkshire_England.html))

Q3. Briefly explain the 5 types of Personalization for Customer Experience Management. What kind of personalization would you recommend for the customer based on her review given above.

(10 Marks)