



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2022-24)
END TERM EXAMINATIONS, JANUARY 2024

Course Name	Customer Relationship Management	Course Code	20127
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Please answer all questions and all sub-parts. While answering, clearly highlight the question and sub part no. so that each answer can be easily linked to the question.
- Please write in point form wherever possible.

Q1. Apple, a global technology giant, has been at the forefront of innovation for decades. With the introduction of its latest product, the Humane AI Pin, Apple has ventured into the world of artificial intelligence (AI), focusing on ethics and humanity. The Humane AI Pin is designed to provide users with personalized AI-powered experiences while respecting their privacy and data security. As Apple aims to redefine the AI landscape, it encounters the challenge of managing customer relationships effectively. As a CRM manager, you have to aid Apple's journey in implementing a customer-centric CRM system to enhance customer interactions for the Humane AI Pin. Answer the following questions:

- How would you **utilize** customer relationship management techniques to attract new leads? Briefly explain how Apple can convert these leads into customers. **(5+5 marks)**
- Apple wishes to integrate feedback seamlessly into product development and improvements. **Construct** a questionnaire (about 10 questions) basis which Apple can collect feedback from customers who have churned. **(5 marks)**

Q2. Google's settlement of \$5 billion in a consumer privacy lawsuit has underscored the importance of safeguarding data security and privacy. Suppose you are working at Swiggy, and your website payment gateway recently faced a data breach that raised apprehensions among your customer base.

- As a CRM manager at Swiggy how would you **develop** customer relationship management strategies to confront this issue and restore trust among your customers? **(5 marks)**
- Develop the plan to 'fix the problem' at your end and ensure that such breaches do not occur again? **(5 marks)**

Q3) iJaipuria is an online learning initiative from the Jaipuria group. It offers courses on Sales & Marketing, Finance & Investment, and Personality Development, amongst other domains to provide market-relevant skills required to succeed in today's competitive environment. The programs are designed and developed by industry stalwarts and well-known academicians. Team iJaipuria have crafted programs around the most in-demand job skills that modern employees need to thrive in today's busy times. (Source: <https://www.ijaipuria.com/>)

Imagine you are the CRM manager at iJaipuria. **Develop** a comprehensive plan that consists of three different and unique ways to acquire new customers for iJaipuria. **(5+5+5 marks)**