

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2023-25)
END TERM EXAMINATIONS, JANUARY 2025
REAPPEAR EXAM

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

INSTRUCTIONS:

- All Questions are Mandatory
- This is a closed book exam to be attempted in pen and paper
- DO NOT copy any part of the case study into your answersheet. This may result in negative marks
- Marks shall be awarded for student's own examples, where applicable.
- Referencing relevant additional knowledge shall reflect student's self study undertaken.

Read the case below and answer the questions that follow :

Q1. Compare 5 differences between transactional and relationship marketing along with relevant examples from the Indian Retail industry. (20 Marks)

Q2. The loyalty program landscape in India is rapidly evolving due to technological advancements, changing consumer preferences, and regulatory shifts. Companies are increasingly adopting personalized and mobile-integrated solutions and exploring cashback options.

As the regulatory environment becomes more stringent, businesses must carefully navigate these changes to ensure compliance and maintain consumer trust. The future of loyalty programs in India seems promising, with significant growth potential as firms continue to innovate and adapt to the needs of their customer base. India's loyalty market has recorded a CAGR of 13.5% during 2019-2023. The loyalty market in India will continue to grow over the forecast period and is expected to record a CAGR of 10.2% during 2024-2028. India's loyalty market is set to increase from US\$4.79 billion in 2023 to reach US\$7.92 billion by 2028.

(globeNewswire News-release <https://shorturl.at/4MDji>)

Explain with examples how the Airlines Industry in India can introduce non-financial interventions to make their Loyalty Programs more effective for various customer segments, in an increasingly regulated environment (ONLY non-financial interventions required). (20 Marks)