



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2023-25)

END TERM EXAMINATIONS, JANUARY 2025

MAIN EXAM

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

INSTRUCTIONS:

- Calculator (but not mobile phone) is permitted
- Please answer all the sub parts of every question.
- Please do not leave any unnecessary spacing within the text of your answers
- For the numerical question, only the answer needs to be entered in the google form. A rough sheet has been provided **ONLY FOR SHOWING THE WORKING OF THE CALCULATIONS**. Please write your name, roll no and section i.e. G4 or G5 on the sheet

Q1) Imagine you are in-charge of CRM in a newly launched quick-commerce service and are competing with the likes of Swiggy's Instamart, Blinkit, Zepto etc. The Marketing Head has asked you to put together a customer journey plan wherein you are required to identify the key aspects (could be issues or parameters also) for each stage of the customer life cycle process. A customer life cycle process is typically made up of five stages: Reach, Acquisition, Conversion, Retention and Loyalty. **Construct** a customer journey plan by briefly explaining three key aspects that are important for consideration at each stage. **(Total 5*3=15 marks)**

- Reach
- Acquisition
- Conversion
- Retention
- Loyalty

Q2) **Read this case and answer the following questions.** When it comes to pizza, Pizza Hut holds the biggest slice of the market-share pie. It now controls 22% of the \$25 billion pizza market compared to 11% for Domino's, 7% for Little Caesars' and 5% for PapaJohn's. As Competition among the top four and the thousands of mom-and-pop operations continues to heat up, Pizza Hut is struggling to hold on to their market share. The number of Little Caesar's outlets doubled, as did the company's revenues. On the other hand, revenues and the number of Domino's units remained flat, and sales at Pizza Hut dropped off. A measure of Little Caesar's success can be attributed to takeout and to promotions. It sold cheaper pizzas, becoming the low-price value leader. It also sunk big money into a catchy, award-winning "Pizza! Pizza!" ad campaign offering two pizzas for the price of one in an attempt to build a strong brand name synonymous with value. The strategy did not work. Little Caesar's is struggling to just stay afloat. They have had to close hundreds of unprofitable stores. Meanwhile, Pizza Hut, which focuses on dine-in, could not rest. A new upstart, Papa John's was

taking the nation by storm, opening over 400 restaurants a year. From obscurity, Papa John's has risen to fourth place and will soon pass Little Caesars. Alarmed by their rapid growth, Pizza Hut took aim at Papa John's advertising campaign, "Better Ingredients. Better Pizza." After years of court battles, Papa John's was told to discontinue the ad and pay Pizza Hut almost \$500 million. Now Papa John's has sued that the slogan used by Pizza Hut, "Best Pizzas Under One Roof" is misleading and should be stopped. With Papa John's aggressive growth campaign, with Domino's and Little Caesars banging on their door, and with the thousands of mom-and-pop pizza operations in business, Pizza Hut must work hard to maintain their customer base. Nine years out of the last ten, Pizza Hut has been voted the "Best Pizza Chain" in Restaurant and Institution's Consumer Choice Awards. The disturbing news for Pizza Hut is that despite being voted the best for nine out of the last ten years, its market share continues to shrink.

Source: Mariel Garza, "Pizza Wars," Reason 32

Develop a customer defections program for Pizza Hut, briefly discussing how each of the following objectives will be achieved. **(3*5=15 Marks)**

- a) Personalized Engagement of customers
- b) Monitoring of key Competitors
- c) Strengthening Pizza Hut's Brand Image

Q3) **Solve** the following numerical based on online shopping data for 5 customers, visualizing yourself to be the owner of an online store. Assume that your store operates with an average profit margin of 20%. **(Total 10 Marks)**

Customer	Total Revenue (₹)	Number of Purchases	Lifespan (Years)
A	₹20,000	5	2
B	₹15,000	3	3
C	₹30,000	6	4
D	₹18,000	4	3
E	₹25,000	5	5

- a) What is the Average Order Value? **(2 Marks)**
- b) What is the Average Purchase Frequency? **(2 Marks)**
- c) What is the Average Customer Lifespan? **(2 Marks)**
- d) What is the CLV for an average customer? **(4 Marks)**