

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

FIFTH TRIMESTER (Batch 2024-26)

END TERM EXAMINATIONS, JANUARY 2026

SET 2

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

INSTRUCTIONS:

- a. Please answer all the sub parts of every question.
- b. Please do not leave any unnecessary spacing within the text of your answers

Read the case and answer the following case-based questions **(total 10 Marks)**

"FoodKart," an online grocery retailer, has been operating for over three years and enjoys strong brand awareness. CRM analysis shows that a significant proportion of customers continue to purchase from the platform; however, their motivations differ. Some customers repeatedly purchase only when discounts are offered, while others remain committed even when competitors offer lower prices. Recently, CRM dashboards have also indicated early signs of customer churn, such as declining purchase frequency, reduced basket size, and app inactivity among certain customer segments.

Q1) What is the difference between repeat buyers and loyalists (2 Marks)

Q2) **Identify** any four rungs or steps in a 'loyalty ladder' that you have been asked to prepare for FoodKart as its Marketing Head

(4*1=4 marks)

Q3) **Develop** a customer defection program for FoodKart wherein as Marketing Head you need to briefly explain 4 initiatives that you will take to make this program effective (4*1=4 marks)

Read the case and answer the following case-based questions **(total 15 Marks)**

"StyleSphere," an online fashion retailer, attracts a large number of first-time buyers through influencer marketing and flash sales. However, conversion from first-time buyers to repeat customers is weak. Management realizes that customer interactions are not aligned with different stages of the Customer Life Cycle (CLC).

Q4) Explain the Customer Life Cycle concept and its relevance to CRM. (3+2=5 Marks)

Q5) **Identify** two CLC stages where StyleSphere is underperforming and justify your answer.

(2*3=6 Marks)

Q6) Recommend two CRM-based interventions for each identified stage.

(2*2=4 Marks)

Read the case and answer the following case-based questions **(15 Marks)**

Netflix entered global markets with an aggressive customer acquisition strategy that included low introductory pricing, free trials, and a vast on-demand content library. Over time, as competition intensified from platforms such as Amazon Prime Video, Disney+, and regional OTT players, Netflix shifted its focus toward retaining subscribers through personalized recommendations, original content, and a differentiated user experience. While these initiatives help reduce subscriber churn, they also involve significant investments in content creation, data analytics, and customer engagement technologies. Management is therefore concerned about balancing churn reduction efforts with long-term profitability.

Q7) Critically evaluate Netflix's shift from an acquisition-driven strategy to a retention- and loyalty-focused approach. (4 Marks)

Q8) **Identify** two ways in which Netflix uses CRM and data analytics to convert repeat viewers into loyal customers. (2*2=4 Marks)

Q9) **Construct** a strategy proposal that is based on content enhancement, subscription cost and ad revenue so that Netflix can balance profitability with churn management, given that aggressive churn reduction initiatives involve significant costs. (7 Marks)