# Barem corectare
## Customer Relationship Management – anul II Licenta, 2016/2017, FABIZ

**Question 1**

1. Peter Drucker said "The purpose of a business is to create customers". Nowadays the challenge is to keep the customers. Please describe briefly how CRM is helping companies to keep its customers. (10 points)
- CRM definition – 2 points
- Functions of CRM – 6 points
- Comparison between customer acquisition and customer retention – 2 points

2. Customer orientation is adopted now by many companies. Please emphasize the importance of it and describe the factors that influence the performance of a company. (10 points)
- Customer orientation definition – 2 points
- Factors that influence company performance – minimum 4 factors, 2 points for each

3. How are marketing activities influencing customer loyalty? Give three examples of policy instruments (product, price and distribution) that focus on interaction. (10 points)
- Influence of marketing activities on customer loyalty – description – 1 points
- 3 examples for each policy – 1 point for each example (3 examples x 3 policies = 9 points)

4. Please describe three barriers that may hinder the implementation of customer orientation in a company! (10 points)
- Name 3 barriers – 3 points
- Description of each named barrier – 7 points (in total)

**Question 2**

What are the benefits that loyalty programs can bring to companies? What possible obstacles can managers face when attempting to introduce loyalty programs? (10 points)
- Definition/ Presentation of Loyalty Programs: 2 points;
- Listing and explaining the benefits of Loyalty Programs: 4 points;
- Listing and explaining the obstacles towards the introduction of Loyalty Programs: 4 points.

Please explain what a "critical incident" is and what possible effects it can have on customer loyalty. Please use real case examples in order to back up your answer. (10 points)
- Explanation of "critical incident": 2 points;
- Presentation and explanation of the effects that critical incidents can have on customer loyalty: 5 points;

- Use of real case examples: 3 points.

Philip Kotler claims that a key to making good marketing decisions is segmentation and that it is a mistake to consider all people as customers of a business. Please develop on this topic by commenting on the importance of the STP Model (Segmentation – Targeting – Positioning). (15 points)
- Justifying (with marketing/ managerial ideas) why it is a mistake to "target all" people: 5 points;
- Presenting the importance of segmentation for successful business: 3 points;
- Commenting on the STP Model: 7 points.

"*Big Data Analytics*" is one of the newest technological developments in business. Please present the concept of "Big Data" and the ways in which it can help an organization boost its customer-focus. (15 points)
- Presentation of "Big Data" / "Big Data Analytics": 6 points;
- Presenting how "Big Data" / "Big Data Analytics" can help a business grow: 6 points;
- Using real case examples: 3 points.

## Question 3

In time, businesses have shifted from a transactional approach of doing marketing towards a relational one. In the process, several paradigms of doing business have been undergone. Please explain the evolution of each paradigm, what these changes were, how they have occurred, what influenced them and what their outcomes on CRM were. Please use real case examples in order to demonstrate your argumentation. (30 points)
- Explaining what "transactional" and what "relational" marketing is: 3 points;
- Presenting and commenting on each of the paradigms: 15 points;
- Highlighting the changes in history for the paradigms: 7 points;
- Making use of real case examples: 5 points.

"*Customer Touchpoints*" are essential for the quality of service delivery. Please develop on this topic, explain/ define what "touchpoints" are and present their importance in influencing Brand Awareness, Perceived Quality, Associations and Loyalty. Use this four-staged equity model to prove your point and give examples from your own experiences as customers to back up your answer. (30 points)
- Explaining/ Defining "*Customer Touchpoints*" (or "Points of Contact"): 5 points;
- Presenting the influence of *Touchpoints* on Brand Equity (Awareness, Perceived Quality, Associations and Loyalty): 20 points;
- Using real case examples to back up the answer: 5 points.

You run a "copy-printing" business (colloquially known as "xerox" business) in an academic hotspot in the city-center of Bucharest. Your customers are mainly students. Your problem is the intense competition that you have to meet, which makes you reconsider your business mindset, shifting away from a rather sales-oriented attitude, where you simply delivered to the customer's request and cashed in your money, to a more customer-oriented approach, where you target to

build loyalty and encourage repetitive purchases. Please write a short CRM action plan and emphasize the main steps that you will take. (25 points)
- Setting objectives for the action plan: 5 points;
- Developing action plan and justifying decisions made: 20 points.

You are the customer service manager of a Youth Cultural Center in a mid-sized town of Romania. Once or twice a week, mostly at weekends, the center offers performing arts shows to people aged 15 to 19, such as theatre plays, movie projections, music concerts, dance shows or art expositions as well. Even if the shows are subsidized by the local city council and admission tickets are basically for free (there is just a need of confirmation to pick up the ticket), you are witnessing rather alarming declines in general attendances year-over-year, as it looks like other entertainment activities are better attracting young people. Your objective is to revive the center, re-attract young people and make them loyal so you can enjoy "sell-out" crowds again. Please write a short CRM plan and emphasize the main steps that you will take in your action. (25 points)
- Setting objectives for the action plan: 5 points;
- Developing action plan and justifying decisions made: 20 points.