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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**Post Graduate Diploma in Management |
| **Course Title: Customer Relationship Management, (Course Code: 40127)****End-Term Examination, Term - IV (October, 2024)**  |
|  **Time Duration : 2 Hours Total Marks: 40** |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

Digital tools have put shoppers in the driver’s seat, allowing them to easily research and compare products, place orders and get doorstep delivery of their orders. Sellers have largely been reactive, scrambling to position themselves where customers will find them. Rajesh, a resident of Kerala, took a voluntary retirement from his company and started working on a homestay model encompassing rural tourism. He envisioned to welcome guests to his homestay and engage them in various activities like farming, trekking, engaging with rural community, yoga and meditation, learning how to cook local cuisines, undertake ayurvedic rejuvenation such as spas and oil massage and getting an exposure to the dance and marshal art of the region. However, he was unsure of how to go about promoting his homestay named Harmony. A friend of Rajesh advised him to do the customer journey mapping but Rajesh was not aware of this concept. Assume that you are appointed as an advisor to Rajesh.

Q1. Apply your knowledge of Customer Journey mapping to create a customer Journey map for the homestay- Harmony ( Ensure that while creating the journey map, you discuss various stages which the customer would go through, his feelings and inhibitions etc. and the various customer touch points where Rajesh can engage with the customer through various marketing communication tools) **(12 marks)**

Q2. A family decides to travel to south India for a vacation. Assess the various moments of truth which this family would be experiencing. **(4X2= 8 marks)**

Q3. Based on the various moments of truth, suggest some strategies to Rajesh **(4X2= 8 marks)**

Q4. Use the IDIC model to discuss how Rajesh can implement CRM strategies for his homestay

 **(4 marks)**

Q5. Discuss the customer loyalty ladder for Harmony. Suggest how AI can be of use to Rajesh for enhancing customer relationship and growing his business **(8 marks)**