

Duration: 2 hours

Marks: 50

- Note :** 1. All questions are compulsory
2. Figures to right indicate marks

Q.1. Read the case study and answer the questions below it: (10)

Case Study: Urban Tea Café's Loyalty and Engagement Strategy

Urban Tea Café, a boutique tea shop chain celebrated for its high-quality teas, warm atmosphere, and artisanal offerings, has built a loyal customer base in urban markets. However, with the rise of competition and shifting consumer preferences, the café faces challenges in maintaining and growing its market share. To address these issues, the company is rethinking its approach to customer loyalty and engagement.

Current Loyalty Program and Its Limitations

Urban Tea Café's existing loyalty program is straightforward: customers earn a free tea after purchasing five drinks. While simple and easy to understand, this model does not sufficiently differentiate the brand in an increasingly competitive landscape. Modern customers, especially younger and tech-savvy individuals, expect loyalty programs to offer more than transactional rewards. They seek personalized, immersive experiences that align with their values and lifestyles.

Additionally, other cafes have introduced advanced loyalty systems that incorporate digital platforms, gamification, and exclusive perks. These strategies not only incentivize repeat purchases but also foster a deeper emotional connection with their brands. Urban Tea Café recognizes the need to evolve to remain competitive and to meet the evolving expectations of its customer base.

- How can Urban Tea Café apply the concept of Customer Perceived Value (CPV) to enhance its offerings? (04)
- What CRM strategies could Urban Tea Café implement to better understand and engage its customers? (03)
- Design a more effective loyalty program for Urban Tea Café that incorporates different components of customer value. (03)

Q.2. Answer any one: (10)

A) explain types of marketing strategy

OR

B) explain meaning and components of marketing plan

Q.3. Answer any one: (10)

A) Explain importance of offensive marketing strategies

OR

B) Explain types of defensive marketing strategies

Q.4. Answer any one: (10)

A) Explain importance of customer loyalty

OR

B) Explain important theories of customer perceived value CPV

Q.5. Answer any one: (10)

A) Explain any 5 Brick and Mortar marketing strategies in detail

OR

B) Explain meaning and overview of business level Ai strategies