

19. (a) Mention the uses of e — commerce in CRM.

Or

- (b) Explain the role of effective data mining in CRM.

20. (a) Write about the concept of customer loyalty.

Or

- (b) Describe the role of social media in CRM.

PART C — (3 × 10 = 30)

Answer any THREE of the following questions.

21. Explain about evolution of customer relationship management.
22. How can different types of customer relationship Management be an enabling factor to derive full benefits of business environment?
23. What are the prominent methods of assessing customer satisfaction? Explain.
24. Write the advantages and dis-advantages of CRM in detail.
25. How Technology is transforming customer relationship management. Explain in detail.

S.No. 6705

P 22 HME 3B

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Hotel Management and Catering Science — Elective

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (20 Marks)

Answer ALL questions

- I. (A) Choose the correct answer (5 × 1 = 5)

1. Customer relationship management is about

- (a) Acquiring the right customer
(b) Motivating employees
(c) Instituting the best processes
(d) All of the above

2. First step in analysis of customer value is to

- (a) Identify customer value attributes
(b) Assessing attributes importance
(c) Assessing company's performance
(d) Assessing competitors performance

3. In CRM database, a set of information stored in a row of the database and pertaining to one customer is called _____.
 (a) Cluster (b) Record
 (c) Factor (d) Flow
4. The CRM strategy adopted by Big Bazar in India is all about _____.
 (a) Frequency Marketing program
 (b) Club Membership program
 (c) Structural Relationship program
 (d) Experiential Relationship program
5. Which of the following is not a functional component of E — CRM?
 (a) Work flow Automation
 (b) Customer centered services
 (c) Employees centered service
 (d) Marketing
 (B) Fill in the blanks (5 × 1 = 5)
6. _____ uses sophistication mathematical and statistical techniques such as neural networking and cluster analysis.
7. A person or company that yields revenue more than incurred cost of selling and serving is called _____.
8. Process of building, organizing and using databases of customers to build customer relationship is classified as _____.

9. Aggregate value of customer base is classified as _____.
10. Strategic Planning is done by _____ level of management.
- II. Answer the following questions (5 × 2 = 10)
11. Point out some places where CRM used mostly?
12. Name the types of CRM.
13. What do you mean by upsell and cross sell?
14. Define e CRM strategy.
15. How to gain repeat customers?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the significance of CRM in modern business.
 Or
 (b) How CRM strategically important for success of a firm?
17. (a) What is CRM strategy? Explain the contents of CRM strategy.
 Or
 (b) Can customer satisfaction be linked to increased profitability? Comment.
18. (a) Write the business benefits of using a banking CRM.
 Or
 (b) How to implement a CRM system?