

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Tourism and Hospitality Management) (Sem.-5)

CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code : BVCHM-503-19

M.Code : 91327

Date of Examination : 14-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Answer briefly :
 - a. Explain four C's of CRM Process.
 - b. What is Sales Force Automation?
 - c. What is customer bottom line?
 - d. What are homegrown CRM tools?
 - e. Outline CRM implementation plan.
 - f. What is Partner Relationship Management?
 - g. Outline data mining tools.
 - h. Outline ethical issues involved in sharing customer data.
 - i. Outline role of CRM in ERP.
 - j. How does CRM influence customer loyalty?

SECTION-B

2. Define Customer Relationship Management? Discuss some of the strategies for optimizing customer relationships? Give examples.
3. What is the difference between customer profitability and value modelling? Discuss tools which can be used for building Customer value models.
4. Discuss Supplier relationship process? Discuss the SRM strategies adopted in India. Give examples.
5. *“Studying buying habits by finding associations between the different items that customers place in their “shopping baskets”, helps retailers or marketers to develop marketing”*. What is this analysis called? How does a marketer utilise the information gained from this analysis? Give examples.
6. What is call scripting? What is the use of call scripting and how does it help in CRM?

SECTION-C

7. *“Customer satisfaction is the primary catalyst that pushes a company forward, ensuring repeat business.”* Discuss various methods of measuring customer satisfaction.
8. Selecting the metrics is a crucial step in the SLA creation and management process. Using metrics the right way builds team morale. Using them the wrong way erodes morale. Discuss two of the metrics and how they can be used effectively and efficiently.
9. What is the role of CRM in E-commerce? Compare and contrast e-commerce CRM with Traditional CRM. Discuss factors which influence Choice of E-commerce CRM tool.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.