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B.Sc. AVIATION, HOSPITALITY & TRAVEL TOURISM (761)
EXAMINATION: MAY - 2025
FIRST SEMESTER
Subject : Customer Relationship Management (761106)

Date: 16/05/2025   **Total Marks:60**   **Time: 2.00 pm to 4.30 pm**

Instructions: 1) Each question carries equal marks.
2) Attempt any 06 questions

Q. 1   Answer any 2 of the following: **(10)**

a.   Write an email requesting a visit to Travel Agency
b.   Write 5 barriers to great Customer Service
c.   Write In Brief Marketing and Service benefits of CRM

Q. 2   a. What is Positive Customer Feedback? Explain in detail characteristics and   **(10)**
benefits of Positive feedback with Examples.

OR

b. Define Customer. Explain in detail different types of customers

Q.3   Answer any 2 of the following: **(10)**

a.   List the three R's of business etiquettes and how to improve them
b.   Answer Impulse Customer and Wandering Customer
c.   Explain the working of E-CRM

Q.4   a. What are the Challenges involved in formulating and implementing e-CRM   **(10)**
strategies
b. Explain the role of CRM in Customer Acquisition and Customer Retention

Q. 5   Define the following terms: (Any 5)   **(10)**

Give Examples where necessary.

1. CRM	2. Customer Feedback	3. E-CRM
4. Customer Satisfaction	5. Customer Lifetime Value Analysis (CLV)	6. Customer Survey Tools
7. Data Mining	8. Customer Loyalty	9. Concept of Demographics

Q. 6   Answer any 2 of the following: **(10)**

a. Explain how Companies use CRM to earn Customer Loyalty
b. Write down 7 components of E-CRM
c. Explain the LAST Module

Q.7   Answer any 2 of the following: **(10)**

a. Explain Different Review Platforms and Their Importance
b. What is Customer Data Integration and Management? Write down its benefits.
c. Explain How E-CRM can be used for Personalized Services.

Q.8   a. Explain in Detail all Customer Feedback Tools   **(10)**

OR

b. Explain in Detail different types Customer Survey tools

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