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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(HOTEL MANAGEMENT AND TOURISM)

(SECOND YEAR)

240: CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three hours   Maximum: 75 marks

SECTION - A
Answer any FIVE questions   (5 × 3 = 15)

1.   Define "Customer Relationship Management".
2.   Write a note on "Anglo-Australia approach" of CRM.
3.   What is meant by customer loyalty?
4.   How is customer serviced optimized?
5.   When the customers are fired by the organization itself?
6.   What is relationship orientation?
7.   What do you mean by customer centrie marketing?
8.   What are the CRM practices followed in Hotel like Taj?
9.   How is life time value of customers computed?
10. Differentiate traditional costing and activity based costing.

SECTION - B
Answer any THREE questions   (3 × 10 = 30)

11. Explain the CRM planning and implementation.
12. Describe the customer value management process with examples.
13. How does technology help in customer relationship management?
14. Describe the application of Activity based costing in CRM.
15. Discuss briefly about "Customer value management".

SECTION - C
Answer any ONE question   (1 × 15 = 15)

16. Explain the origin and evolution of customer relationship management in India.
17. How are customer retention programmes evaluated?
18. Describe the various classifications of customers from CRM perspectives.

SECTION - D
COMPULSORY   (1 × 15 = 15)

19. Describe, in detail the CRM strategies to make a successful sales process.

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