



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fourth Semester B.Voc. Degree Examination, June 2016
First Degree Programme under CSS
General Course – X (for Tourism & Hospitality Management)
AUTH461: Customer Relationship Management

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Define customer.
2. Define CRM.
3. What is Data Mining ?
4. What is cross Sell in CRM ?
5. What is Win Bact?
6. List out the uses of E – Commerce.
7. What is B2C commerce ?
8. Example for up sell.
9. What is customer relation?
10. What is prospecting?

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, not exceeding a paragraph of 50 words.

11. Discuss on the advantages and disadvantages of Cross sell in CRM.
12. Explain the importance of E – Commerce.
13. What is Project Management ? Mention it's importance.
14. Justify the importance of CRM in developing tourism in India.

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15. Elaborate the concept of Loyalty in CRM.
16. Explain CRM Planning.
17. Discuss the choice of technology for CRM.
18. Explain the purpose of CRM.
19. Does research play a major role in CRM? Explain?
20. Give 2 examples for customer participation.
21. How do you retain a customer ?
22. What is Sales Prospecting ?

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, in a page of 100 words.

23. Explain the different types of CRM.
24. Explain CRM strategy.
25. Write a note on
 - i). Loyalty
 - ii). Customer loyalty
 - iii). Customer Decency
26. Explain CRM and its importance in financial Services.
27. What are the major roles of managers to develop and implement CRM ?
28. Briefly explain the process segmentation in CRM.
29. Explain Market Intelligence Enterprise.
30. Explain Business Oriented solutions.
31. What is channel management?

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Elaborate in detail on the significance and importance of CRM in current / Modern business environment.
33. Explain in detail on Evolution of customer Relationship Marketing.
34. Explain in detail on the categories of E – Commerce with the examples.
35. List and explain the information required for effective CRM.

(2 × 15 = 30 Marks)

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