Roll No. .... *M BA-HM-II*

Total Pages : 2

MBA/M-16

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CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY SECTOR

Paper : HM-201

Time : Three Hours]   [Maximum Marks : 80

Note : Attempt *five* questions in all, selecting *one* question from each unit. Question No. 1 is compulsory. All questions carry equal marks i.e. 16 marks.

Compulsory Question

1. (a) Define Customer satisfaction.

   (b) Define importance of customer feedback.

   (c) Define Data extraction.

   (d) What is customer data base?

   (e) Name four major Indian companies in E-Commerce.

   (f) Write four major advantages of CRM.

   (g) Define customer touch point.

   (h) Define customer automated services.

UNIT–I

2. Discuss the importance of CRM as a marketing tool in the hospitality sector.

3. What are the pre-requisites of effective CRM? How do these influence the CRM policy of the organization?

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UNIT-II

4. What attributes of the customers are to be observed while understanding a customer? Explain.

5. Discuss the strategies to retain a customer with the company. What factors influence the customer retention strategies?

UNIT-III

6. Discuss the role of E-Commerce and M-Commerce in developing the customer relationship.

7. Discuss the essential features of different software used in CRM.

UNIT-IV

8. Define CRM Strategies. In your opinion which types of strategies are more suitable for the companies dealing with the Indian customers?

9. Discuss the problems and challenges in the implementation of the CRM in India.