

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BVoc DEGREE EXAMINATION DECEMBER 2024
(Sixth Semester)**

Branch – HOSPITALITY MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What CRM stands?
 (i) Customer Retail Management (ii) Customer Resource Management
 (iii) Customer Relationship Management (iv) Consumer Revenue Management
- 2 Which of the following is NOT a component of CRM strategy?
 (i) Customer Retention (ii) Product Life Cycle
 (iii) Customer Acquisition (iv) Customer Extension
- 3 What involves customer acquisition in CRM primarily?
 (i) Attracting new customers (ii) Retaining existing customers
 (iii) Building loyalty programs (iv) All of the above
- 4 What includes customer loyalty classification?
 (i) Loyal and disloyal customers (ii) Active and inactive customers
 (iii) Satisfied and unsatisfied customers (iv) Regular and irregular customers
- 5 Which of the following is an example of a customer touchpoint?
 (i) Product cost (ii) Customer service call
 (iii) Company revenue (iv) Employee training

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a) Explain the objectives of CRM.
 OR
 b) Describe the Customer Life Cycle in CRM.
- 7 a) Outline the elements of a successful CRM strategy.
 OR
 b) How does product leadership contribute to CRM?
- 8 a) Summarize the phases of CRM from a business strategy perspective.
 OR
 b) Discuss the factors contributing to customer satisfaction.
- 9 a) Analyze the advantages of establishing customer loyalty.
 OR
 b) Differentiate between types of customer loyalty.
- 10 a) Explain the concept of marketing automation in CRM.
 OR
 b) Highlight the challenges of customer-centric marketing.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Discuss the role of CRM in enhancing customer value.
OR
b) Examine the importance of operational excellence in CRM.
- 12 a) Describe the external context that influences CRM strategy.
OR
b) Compare internal and external factors impacting CRM success.
- 13 a) Discuss the key phases in customer retention and extension.
OR
b) Describe how IT innovation can support CRM processes.
- 14 a) Analyze the comfort zone in customer loyalty.
OR
b) Justify the importance of customer classification in loyalty programs.
- 15 a) Survey the evolution of marketing automation and its role in CRM.
OR
b) Infer the importance of customer touchpoints in building relationships.

Z-Z-Z

END