

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

**BVoc DEGREE EXAMINATION MAY 2025
(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 Which of the following is NOT a typical objective of Customer Relationship Management (CRM)?
(i) Increasing customer retention (ii) Reducing market competition
(iii) Enhancing operational efficiency (iv) Improving customer satisfaction
- 2 Customer intimacy can help a business by,
(i) Reducing customer satisfaction (ii) Increasing customer churn
(iii) Enhancing loyalty and retention (iv) Limiting product customization
- 3 Customer satisfaction is best defined as,
(i) The number of products a customer buys
(ii) How much a customer pays for a product
(iii) A company's internal efficiency
(iv) A customer's perception of the value received from a product or service
- 4 Which of the following is a key indicator of customer loyalty?
(i) Frequency of purchases over time (ii) Number of store visits
(iii) Length of product warranty (iv) Popularity on social media
- 5 Which of the following best improves communication effectiveness with customers?
(i) Using complex technical language (ii) Limiting communication to once a year
(iii) Ignoring customer feedback (iv) Listening actively and responding promptly

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 3 = 15)

- 6 a Define CRM. Explain any three key components of CRM.
OR
b Highlight the objectives of CRM.
- 7 a List out the benefits of Operational excellence in CRM.
OR
b Write a note on Customer Intimacy.
- 8 a Outline the major Satisfaction drivers in CRM.
OR
b Narrate the benefits of Customer Satisfaction.

Cont...

- 9 a Highlight the advantages of Customer Loyalty.
OR
b Brief on the concept 'Comfort Zone' in Customer Loyalty.
- 10 a List out the Customer Touch Points in Customer Communication.
OR
b Define Marketing Automation and list out its advantages.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Elaborate the stages of Customer Life style.
OR
b Analyze the key features of Business to Business CRM.
- 12 a Explain the elements of Successful CRM Strategy.
OR
b Summarize the challenges of Product Leadership.
- 13 a Distinguish between customer Acquisition, Customer Retention and Customer Extention.
OR
b Explain the Customer Satisfaction Process.
- 14 a Enumerate the various types of customer loyalty.
OR
b Classify customers with reference to loyalty.
- 15 a Elaborate on the key new marketing challenges faced by the organization.
OR
b Discuss the Evolution of Marketing Automation.

Z-Z-Z

END