

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

**BVoc DEGREE EXAMINATION MAY 2022  
(Sixth Semester)**

**Branch – HOSPITALITY MANAGEMENT**

**CUSTOMER RELATIONSHIP MANAGEMENT**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. A place where goods are bought and sold against the price consideration between the buyers and the sellers is called \_\_\_\_\_.  
 (i) Exchange (ii) Market  
 (iii) E-commerce (iv) Transaction
2. The \_\_\_\_\_ concept holds that consumers will favor products that offer the most in quality, performance and innovative features.  
 (i) Marketing (ii) Production (iii) Product (iv) Selling
3. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers  
 (i) Buying power (ii) Demographic segment  
 (iii) Market (iv) People
4. \_\_\_\_\_ is not a part of marketing mix  
 (i) Product (ii) Product (iii) Place (iv) Place
5. CRM Systems covering real-time aspects of sales related activity is referred to as:  
 (i) Sales Force Automation (ii) CRM Customer Services  
 (iii) CRM Customer Communications (iv) Automated Marketing
6. Marketing is a process which aims at \_\_\_\_\_.  
 (i) Production (ii) Profit-making.  
 (iii) The satisfaction of customer needs (iv) Selling products
7. Process of manage information about customers to maximize loyalty is said to be  
 (i) Company relationship management (ii) Supplier management  
 (iii) Retailers management (iv) Customer relationship management
8. Identify which is NOT the part of Modules of CRM  
 (i) Advanced technologies (ii) Functional components  
 (iii) Financial components (iv) Channel
9. Which of the following is not included in the function of physical supply:  
 (i) Standardization (ii) Storage  
 (iii) Packaging (iv) Transportation
10. \_\_\_\_\_ is referred to as segmentation.  
 (i) Permission marketing (ii) Mass marketing  
 (iii) Niche marketing (iv) Differentiated marketing

Cont...

**SECTION - B (25 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 x 5 = 25)

- 11 a Highlight the objectives of CRM.  
**OR**  
b Outline the concepts of CRM and customer life cycle.
- 12 a Explain customer intimacy.  
**OR**  
b List out the nature of CRM strategy.
- 13 a Analyze the contextual factors of CRM strategy.  
**OR**  
b Bring out the implementation issues of CRM loyalty.
- 14 a Outline the classification of customer with reference to loyalty.  
**OR**  
b Define customer loyalty and trace the advantages for setting up loyalty.
- 15 a Bring out the challenges of new marketing in CRM.  
**OR**  
b Outline marketing automation.

**SECTION -C (40 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 x 8 = 40)

- 16 a Summarize the components of CRM.  
**OR**  
b Explain business to business CRM.
- 17 a Examine the various natures of the CRM strategy.  
**OR**  
b Distinguish between internal and external CRM strategy.
- 18 a Outline the key phases of CRM from business strategy perspective.  
**OR**  
b Analyze the contextual factors of CRM strategy.
- 19 a Summarize the concept of customer satisfaction in CRM.  
**OR**  
b Infer the types of customer loyalty and comfort zone.
- 20 a Categorize and explain new marketing challenges in customer communication.  
**OR**  
b Discover the evolution of marketing automation.

Z-Z-Z

END