

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 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. Which of the following best describes the objective of CRM?
  - (i) To increase operational costs
  - (ii) To reduce customer satisfaction
  - (iii) To improve customer relationships and enhance profitability
  - (iv) To limit customer interactions
2. Identify the external factor influencing CRM strategy?
  - (i) Organizational culture
  - (ii) Market dynamics
  - (iii) Employee skills
  - (iv) Internal communication
3. Indicate the indirect benefit of high customer satisfaction level?
  - (i) Increased customer churns
  - (ii) Lower employee morale
  - (iii) Positive word-of-mouth marketing
  - (iv) Reduced product quality
4. Which of the following is a type of customer loyalty?
  - (i) Behavioral loyalty
  - (ii) Transactional loyalty
  - (iii) Price-based loyalty
  - (iv) One-time loyalty
5. Mention the key objective of customer communication?
  - (i) Decreasing customer satisfaction
  - (ii) Increasing customer churn
  - (iii) Building strong relationships with customers
  - (iv) Ignoring customer feedback

**SECTION - B (15 Marks)**

Answer ALL Questions

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

- 6 a. Narrate the key components of a CRM system?  
OR  
b. Outline the primary objectives of implementing CRM in an organization.
- 7 a. Describe the nature of CRM strategy.  
OR  
b. Analyze product leadership as a component of CRM strategy.
- 8 a. Explain the key phases of customer acquisition.  
OR  
b. Describe the role of value creation in CRM strategy.
- 9 a. Classify customers with reference to loyalty.  
OR  
b. Bring out various types of customer loyalty.
- 10 a. Narrate customer touch points and their role in the customer journey.  
OR  
b. Explain the significance of Marketing Automation in modern marketing practices.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Analyze the concept of the Customer Life Cycle in CRM and its influence in customer management strategies?  
OR  
b. Differentiate Business-to-Business CRM from Business-to-Customer CRM.
- 12 a. Explain the concept of customer intimacy in CRM strategy.  
OR  
b. Enumerate the internal and external factors that influence the success of CRM strategy
- 13 a. Outline the customer satisfaction process within the CRM framework  
OR  
b. Examine the concept of marketing orientation and its relevance to CRM
- 14 a. Discuss the factors contributing in building and maintaining customer loyalty.  
OR  
b. Discuss the concept of the comfort zone in customer loyalty.
- 15 a. Analyze the new marketing challenges in Customer communication  
OR  
b. Summarize the evolution of Marketing Automation.

Z-Z-Z END