

MAM
(SEM IV) THEORY EXAMINATION 2017-18
CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt *all* questions in brief. 2 x 10 = 20**
- a. What is Customer Relationship Management?
 - b. Who are partners?
 - c. Define satisfaction.
 - d. What is Service Quality?
 - e. What is objective service quality?
 - f. Define service recovery.
 - g. Define customer loyalty.
 - h. What is interactive quality?
 - i. What are BOTs?
 - j. Define Sales Force Automation.

SECTION B

- 2. Attempt any *three* of the following: 10 x 3 = 30**
- a. Differentiate between transaction marketing and relationship management.
 - b. Discuss Customer Life Cycle Management.
 - c. Enumerate SERVQUAL scale used for measuring service quality.
 - d. What are the essentials of service recovery management? Explain.
 - e. Discuss model for employee's customer orientation.

SECTION C

- 3. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) Discuss theoretical perspective of Relationships.
 - (b) What is the role of IT in achieving the objectives of successful CRM?
- 4. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) Discuss Kano model of customer satisfaction.
 - (b) Explain various components of customer satisfaction.
- 5. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) Discuss delivery and perception gap in service quality gap model.
 - (b) Bring out service quality dimensions.
- 6. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) What are the essentials of a CRM programme?

- (b) What do you mean by Customer Recall Management? Briefly explain different customer recall strategies.

7. Attempt any *one* part of the following:

10 x 1 = 10

- (a) How does lifetime value can be calculated? Also briefly discuss issues in calculating CLV.
- (b) How do you see the future shape and form of CRM practices of hospitality industry?

uptunotes.com