

Q5. Attempt any *two* questions from the following: 10x2=20

- (a) Discuss the theoretical perspectives of relationship.
 - (b) Discuss the translating needs in the requirements on the basis of customer satisfaction.
 - (c) Write detailed note on SERVQUAL model and SERVPERF model.
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Printed Pages : 4



MAM404 (A)

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 293407

Roll No.

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**MAM
(SEM. IV) THEORY EXAM. 2014-15
CUSTOMER RELATIONSHIP MANAGEMENT
(CRM)**

Time : 3 Hours]

[Total Marks : 100

Note : Attempt the questions as per given instructions.

Q1. Attempt any *two* questions from the following: 10x2=20

- (a) What are the stages of relationship? Explain the various issues of relationship.
- (b) Give a detailed description on CRM cycle.

- (c) What are the various success factors in CRM? Discuss in detail.

Q2. Attempt any *two* questions from the following: 10x2=20

- (a) What is customer satisfaction? Discuss the various customer satisfaction models in detail.
- (b) What do you understand by the measurement of customer satisfaction? Explain the various methods to measure customer satisfaction.
- (c) What are the various phases of measuring of customer satisfaction? Discuss in detail.

Q3. Attempt any *two* questions from the following: 10x2=20

- (a) What are the importance and perspective of service quality in service?

- (b) What do you understand by service quality gaps? Explain the various types of gap and methods to close them.
- (c) What are the factors which influence the customer expectations of service? Explain in detail.

Q4. Attempt any *two* questions from the following: 10x2=20

- (a) What are the essentials of service recovery management? Discuss the service recovery strategies.
- (b) Discuss the customer recall management, the customer recall strategies and importance of CRM in the customer recall management.
- (c) Write a detailed note on CRM in aviation industry.