

--	--	--	--	--	--	--	--	--	--

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?