

Total No. of Pages: 1

5802

Register Number:

Name of the Candidate:

B.B.A. DEGREE EXAMINATION December 2014
(AVIATION, TOURISM AND HOSPITALITY MANAGEMENT)
(SECOND YEAR)
(PART-III)

230. CUSTOMER RELATIONSHIP MANAGEMENT

Time: Three hours

Maximum: 100 marks

SECTION – A **(10×2=20)**
Answer ALL questions

1. Define the following:

- a) Customer Loyalty.
- b) Data Sourcing.
- c) Critical Mass.
- d) CRM Value.
- e) Active CRM.
- f) Customer Equity in customer relation.
- g) Customer Intelligence.
- h) Customer value as Financial Asset.
- i) Customer acquisition.
- j) Customer Life Cycle

SECTION – B **(4×10=40)**
Answer any FOUR questions

2. Discuss the issues that arises while implementing CRM.
3. Write short notes on data ware housing.
4. List out and explain various aspects of CRM.
5. “The management (Or) mismanagement of customer assets played in the success (or) failures in CRM”-Discuss the statement.
6. Discuss with example as CRM roadmap for business applications.
7. Explain the process of customer Intelligence in detail.

SECTION – B **(2×20=40)**
Answer any TWO questions

8. Give a detailed programme to implement CRM in the company.
9. How will you integrate CRM with business intelligence tools?
10. Explain the different sources of data that are available for customer Intelligence.
11. “Customers are value maximisers and risk minimisers”-Comment with example.
