



SHRI S. H. KELKAR COLLEGE OF ARTS COMMERCE & SCIENCE, DEVGAD

SEM. III EXAMINATION, NOVEMBER 2023.

PROGRAMME NAME: SY. B.VOC HOSPITALITY & TOURISM

COURSE NAME: GE CUSTOMER RELATIONSHIP MANAGEMENT

CODE: USHT302

MAX. MARKS: 100

TIME: 08:00AM TO 11:00AM

DURATION: 03HRS

DATE: 02/11/2023

INSTRUCTIONS:

1. All questions are compulsory.

Q.1. Objective

20 marks

A. MCQ

10 Marks

1. ____ is a set of methods, strategies and applications that facilitate a company manage customer relationships.
 - a. Customer relationship
 - b. CRM
 - c. Customer lifetime value
 - d. Relationship marketing
2. ____ is one of the most useful tools in a salesperson's toolbox when it comes to increasing sales volume per customer.
 - a. Customer Management
 - b. Up-selling
 - c. Cross-selling
 - d. Direct- selling
3. ____ involves the increase of order volume either by the sales of more units of the same purchased item, or the upgrading into a more expensive version of the purchased item.
 - a. Customer Management
 - b. Up-selling
 - c. Cross-selling
 - d. Direct- selling
4. ____ reflects the "the state of mind that customers have about a company and its products or services when their expectations have been met or exceeded."
 - a. Customer Management
 - b. Customer Retention
 - c. Customer Acquisition
 - d. Customer attribution
5. ____ means providing a quality product or service that satisfies the needs/wants of customer and keeps them coming back.
 - a. Customer representative



- a. Customer service
 - b. Customer survey
 - c. Customer EPOS
- f. _____ is electronic system whereby at checkout point data is been collected customers will get served quicker.
- a. E-CRM
 - b. Customer Service
 - c. PoS
 - d. EPOS
- g. _____ are the most critical asset in a call center as it is they who really deliver the business performance.
- a. Location
 - b. People
 - c. Customer
 - d. Process
- h. _____ is an unpleasable fulfilment response.
- a. Customer Service gap
 - b. Service quality gap
 - c. Customer EPOS
 - d. Dissatisfaction
- i. _____ indicates the difference between the service expected by customers and the service they actually receive.
- a. Customer representative gap
 - b. Customer Service gap
 - c. Customer EPOS
 - d. Service quality gap
- iii. _____ provides access to all customer information including enquiry status and correspondence.
- a. Customer Management
 - b. Knowledge management
 - c. Account management
 - d. Back-end integration

B. Match the following Pairs

SET A

- A. Relationship marketing
- B. Customer lifetime value
- C. Customer Satisfaction
- D. Customer Loyalty
- E. Customer Management

SET B

- i. Satisfaction Loyalty Profit Chain
- ii. Long term relationship
- iii. Monetary value
- iv. Handling customer information
- v. Saves new customer acquisition cost

C. True or False

1. Up-selling is one of the most useful tools in a salesperson's toolbox when it comes to increasing sales volume per customer.



2. Cross-selling involves the increase of order volume either by the sales of more units of the same purchased item, or the upgrading into a more expensive version of the purchased item.
3. Good customer service results in consumer satisfaction and return customers and growth in business.
4. Customer service is the interaction between a customer and the company, usually via traditional channels like phone or email.
5. Cost of acquiring a customer is five times the cost of retaining an existing customer.

Q.2. Solve any two

15 marks

1. Explain service level agreement
2. Why it is important to focus on customer retention?
3. What are various reasons of customer switching the product or service?

Q.3. Solve any two

15 marks

1. Discuss cross selling and up selling giving suitable examples.
2. What are various customer retention strategies?
3. What is the role of CRM in service industry?

Q.4. Solve any two

15 marks

1. What is customer value? explain sales force Automation with suitable example.
2. How to build customer loyalty give some examples.
3. Write down applications of CRM.

Q.5. Solve any two

15 marks

1. Explain the concept of one-to-one marketing?
2. What steps can a company take to move customers up the loyalty ladder?
3. How will customer retention help the organization to be more profitable?

Q.6. Write short notes any four

20 marks

1. Managing customer emotion.
2. Customer loyalty
3. SFA
4. Business objective of CRM
5. Write short notes on ERP?
6. What is data mining?

*** All the Best***