



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 4th Semester Examination, 2021

BTHACOR10T-BBA (TAH) (CC10)

CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM AVIATION AND HOSPITALITY

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Define the term “Customer Relationship Management (CRM)”.
 - (b) Point out the importance of CRM system.
 - (c) What are the steps in CRM process?
 - (d) What do you mean by customer life cycle?
 - (e) Mention the stages of customer life cycle.
 - (f) What does analytical CRM focus on?
 - (g) What is customer-oriented organization?
 - (h) Mention the CRM tools need to be used for campaign tracking and report generation.
 - (i) What is sales force automation?
 - (j) How do you define value chain?
 - (k) How does culture affect CRM?
 - (l) Which business function needs a CRM system?
 - (m) Who invented CRM?
 - (n) What do you mean by CRM in cloud?
 - (o) What do you mean by customer touch point?
 - (p) What is an operational CRM?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Explain with a suitable example the main role of analytical CRM.
 - (b) Discuss in brief the concept of customer divisibility and communicability.
 - (c) Point out the various use of technology in CRM.

- (d) How do you evaluate a CRM solution?
- (e) Elaborate in brief about contact management in CRM.
- (f) Highlight the role of CRM in ERP system.
- (g) Enumerate the types of Business Process Integration (BPI).
- (h) Why is it important to build an operational infrastructure in CRM?
- (i) How do you maintain customer privacy?
- (j) Write a note on call centre CRM software.
- (k) What is sales force automation and why companies are using sales force automation?
- (l) Mention the steps in integration of business processes.

GROUP-C

3. Answer any **two** questions from the following: 10×2 = 20
- (a) What is the role of customer touch point in CRM? How do you handle customer touch point? 5+5
 - (b) What is the relationship between supplier and customer? How do you establish good relationship with customer? 5+5
 - (c) How would you like to build an effective CRM strategy for your business? Discuss with examples. 10
 - (d) What characterizes the culture of a relationship-focused organization applying a customer intimacy strategy? 10
 - (e) Discuss the importance of data mining in CRM. How does the data mining and data warehousing work together? 5+5
 - (f) Enunciate the types of sales force automation. How does sales force automation improve sales? 6+4
 - (g) Discuss in detail the concept of customer ecosystem. 10
 - (h) Enumerate the objectives and benefits of operational CRM. 5+5

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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