



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 4th Semester Examination, 2022

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.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What do you mean by Customer Life Cycle?
 - (b) Define Contact Management.
 - (c) How do you define Data Analysis?
 - (d) Define the term “Salesforce Automation”.
 - (e) How do you define “Relationship Marketing”?
 - (f) Mention the stages of Customer Life Cycle.
 - (g) What do you mean by Call Centre Management?
 - (h) How do you define Customer Attitudes?
 - (i) What do you mean by customer touch point?
 - (j) Define the term “Data Warehouse”.
 - (k) Write any two importances of CRM system.
 - (l) How do you define “Customer Eco-system”?
 - (m) What do you mean by “Data Mining”?
 - (n) Define the concept of Value Chain.
 - (o) What is the meaning of CRM in cloud?
 - (p) How do you define customer-oriented organization?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Highlight the objectives of operational CRM.
 - (b) Write a short note on CRM strategy.

- (c) How can you maintain customer privacy?
- (d) What is BPI?
- (e) Give an outline of CRM metrics.
- (f) Discuss in brief, the role of analytical CRM.
- (g) Highlight some uses of Technology in a CRM.
- (h) Discuss the usages of sales force automation in business.
- (i) Explain the importance of segmentation of data in CRM.
- (j) Elaborate the different types of Business Process Integration (BPI).
- (k) Elaborate, in brief, regarding evaluation of a CRM solution.
- (l) Highlight the importance of data mining in CRM.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Enumerate the concept of Customer Eco-system.
 - (b) Describe the different elements of CRM.
 - (c) Enunciate the importance of Campaign Management in CRM.
 - (d) Discuss the dynamics of Customer-Supplier relationship.
 - (e) Enumerate the significance of Data Warehousing and Data Mining in CRM.
 - (f) Elucidate the benefits and objectives of operational CRM.
 - (g) Enumerate the importance of Customer Divisibility in CRM.
 - (h) Discuss the steps involved in building an effective CRM strategy for your business with relevant examples.

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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