

**Avinashilingam Institute of Home Science and Higher Education for Women,
Coimbatore – 641 043**

**Master's Degree Examination – November 2017
Semester - III**

Class : II PG
Major : M.B.A – Tourism and Travel Management

Time: Three Hours
Maximum: 60 Marks

12MTAI02 – IDC – II CRM FOR SERVICE INDUSTRY

PART – A

(10X1/2 = 5 Marks)

Answer ALL Questions

Choose the Correct Answer

01. Building and sustaining long term business with customers is the aim of:
a. Customer management
b. Relationship management
c. Customer relationship management
d. Customer acquisition
02. What is the top CRM business driver?
a) Inventory control
b) Increase revenues
c) Competitive advantage
d) Automation/productivity/efficiency
03. Operational CRM is used to?
a) Automate sales process
b) Analyze Customer spending
c) Support operations
d) All of the above
04. Analytical CRM tools can:
a) Analyze data in a structured way
b) Analyze key performance indicators
c) Support to improve customer relationship and loyalty
d) All of the above
05. In buyer decision process, percentage of potential customers in a given target market is called
a) Customer funnel
b) Company funnel
c) Marketing funnel
d) Retailers funnel
06. What is the term for a market that is defined by specific characteristics?
a) Market niche
b) Market division
c) Market characteristic
d) Market segment
07. Consumer values based on personality types are a form of what type of brand value?
a) Core
b) Functional
c) Expressive
d) Individual
08. What is the term for gaining consumers' express agreement to receive marketing material?
a) Opt-in marketing
b) Permission marketing
c) Targeted marketing
d) Focused marketing
09. Record which is based on business customer's past purchases, sales price and volumes is classified as
a) Business database
b) Customer database
c) Databases marketing
d) Company marketing
10. What do companies that focus on filling a gap in the market engage in?
a) Direct marketing
b) Traditional marketing
c) Niche marketing
d) Outbound marketing

PART – B (5X4 = 20 Marks)

Answer all the questions

Answer should not exceed 200 words or one page

11. (a) Write the scope of CRM in tourism business.
(or)
(b) What is Transaction Marketing and write its connection with CRM.
12. (a). Enterprises resources planning - Discuss.
(or)
(b). Discuss in detail about the customer lifetime value and highlight measurement and methods of CLV.
13. (a). Cross selling and up selling marketing - Brief.
(or)
(b). Event based Marketing - Discuss.
14. (a). One to one Relationship Marketing - Explain.
(or)
(b). Illustrate customer service checklist for successful CRM.
15. (a). Knowledge management and Field force management –Discuss in detail.
(or)
(b). Explain the role of CRM in effective supply chain management.

PART – C

5X7= 35 Marks

Answer ALL Questions

Answer should not exceed 600 words or three pages

16. (a). Explain the role of CRM in managing and sharing customer data.
(or)
(b). Write the process of Data Warehousing and Data Mining.
17. (a). Differentiate Transaction Marketing and Relationship Marketing.
(or)
(b). Write a detailed note on Customer satisfaction measurement.
18. (a) Customer segmentation – Write the functions, types and its role in customer relationship management.
(or)
(b). What is customer value and write about the different types of customer value?
19. (a). Explain Sales force automation in detail.
(or)
(b). Write a detailed note on Customer satisfaction and its effects on customer retention and loyalty.
20. (a). Explain the customer retention, customer profitability and value modeling in detail with example.
(or)
(b). Explain company 3E Measures in detail.
