



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination –August 2020
VI Semester

Class : III UG
Major : Tourism

Time : 2 Hours
Max. Marks: 50

15BTOC28 Customer Relations in Tourism

Part- A
Choose the Correct Answer

10 x 1 = 10

1. A comprehensive approach for creating, maintaining and expanding customer relationships.
 - a. HRM
 - b. CRM
 - c. PR
 - d. None of the above
2. Customer acquisition refers to
 - a. gaining new consumers
 - b. deploying and managing an organization's employees
 - c. training the customers
 - d. setting the strategy of an organization
3. A concept based on a recognition of the uniqueness of all services
 - a. relationship marketing
 - b. internet marketing
 - c. services marketing
 - d. diversity marketing
4. Services marketing become difficult because of
 - a. complex market
 - b. difficult to enter the market
 - c. no demand
 - d. intangibility
5. Interpersonal Motivations includes the
 - a. desire to meet new people or to seek new experiences
 - b. desire for the continuation of hobbies and education
 - c. desire to see and know more about other cultures
 - d. desire to refreshment of body and mind
6. Which among the following represents how much the market can offer?
 - a. Demand
 - b. Source
 - c. Supply
 - d. None of the above
7. A rule that governs the number of items that can be awarded to a supplier
 - a. customer retention
 - b. capacity constraints
 - c. demand constraints
 - d. customer loyalty
8. The process of analyzing data patterns.
 - a. Data warehousing
 - b. Data Analysing
 - c. Data Collecting
 - d. Data mining
9. Record which is based on business customers past purchases, sales price and volumes is classified as
 - a. customer database
 - b. company marketing
 - c. databases marketing
 - d. Business database
10. An arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider.
 - a. Online transaction processing
 - b. Customer Information Control System
 - c. Supplier relationship management
 - d. Spend management

Part B

3 x 6 = 18

Answer any **Three** questions

Each answer should not exceed 400 words or two pages

11. Write short notes on CRM.
12. Why Customer Acquisition is important in tourism industry? Explain.
13. Explain the characteristics of tourism service.
14. What are the problems in service marketing? Explain.
15. Explain the various factors affecting tourist behaviour.
16. What are the internal and external factors that motivate people to travel?
17. why is capacity management important in tourism management?
18. What are the different Demand Patterns? Explain.
19. What is a Customer Database? Explain its Benefits.
20. What is the role of data analyst in data mining? Explain.

Part C

2 x 11 = 22

Answer any **Two** questions

Each answer should not exceed 800 words or four pages

21. Discuss the history and development of CRM.
22. Explain the need and importance of CRM in Tourism.
23. Evaluate the advantages and disadvantages of tourism as a service industry.
24. State the elements of Service marketing and explain its importance in it.
25. Write an essay on the various factors affecting tourism demand.
26. List out and explain the different concepts relevant to tourist behaviour.
27. Bring out the general strategies to adjust capacity to match fluctuations in demand.
28. Discuss the various strategies for managing demand to match capacity.
29. Explain the difference between Data Warehousing and Data Mining.
30. Give detailed note on market basket analysis with suitable example.
