



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Hotel Management

Program: Bachelor of Hotel Management

Course: Customer Relations

Course Code: MGT303

Semester: III

Max Marks: 50

Duration (mins): 120 Min

Note: 1. Figures to the right indicates full marks.

Q 1 Answer the Following (Any 2) (10 Marks)

1. Define Relationship according to Oxford Dictionary and Types of Customer
2. Types of Customer Orientation
3. Define CRM with its Need.

Q 2 Answer the Following (Any 2) (10 Marks)

1. Explain the evolution of Customer- Supplier Relationship
2. Explain Customer Life cycle
3. What are ingredients of CRM?
4. Why should you care about existing customers?

Q 3 Answer the Following (Any 2) (10 Marks)

1. What are types of CRM?
2. What are objectives of CRM?
3. How to measure customer satisfaction

Q.4 Answer the following (Any 2) (10 Marks)

1. Explain customer service model of Any One Service Outlet
2. Explain Customer Loyalty and loyalty ladder
3. Explain 5 unique ways of customer retention strategies

Q.5 Answer the Following Term (Any 5) (10 Marks)

1. Loyal Customer
2. Satisfied Customer
3. Customer Retention
4. Customer Care
5. Marketing
6. Potential Customer