



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Hotel Management

Program: BHM

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 3 (15 Marks)

Q.1.A Define Relationship according to Oxford Dictionary

Q.1.B Types of Customer

Q.1.C Explain why to focus on customer retention

Q.1.C Define CRM with its Need.

Q 2 Answer the Following Any 3 (15 Marks)

Q.2.A Explain the evolution of Customer- Supplier Relationship

Q.2.B Explain External factors of that influenced desired service expectations

Q.2.C what are ingredients of CRM

Q.2.D why should you care about existing customers

Q 3 Answer the Following Any 3 (15 Marks)

Q.3.A what are types of CRM

Q.3.B what are objectives of CRM

Q.3.C Difference between Acquisition or customer Retention

Q.3.D what are the characteristics of Good Customer Service

Q.4 Answer the following Any 1 (5 Marks)

1. Explain customer service model of Any One Service Outlet

2. Explain Customer Loyalty and loyalty ladder