



AJEENKYA D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: SOM-ICRI

Program: MBA Healthcare and Hospital Management

Course: Introduction to Customer Relationship Management
MGT667

Course Code:

Semester: Three

Max Marks: 50

Duration (mins): 120 min

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

- Q.1 What are the functional areas of Customer Relationship Management? (5)
- Q.2 What is customer satisfaction of hospital industry? (5)
- Q.3 Briefly explain the values of customer relationship management with a Suitable example. (5)
- Q.4 Distinguish between CRM and E-CRM.Explain the process of implementation of E-CRM. (5)
- Q.5 What is the relation between customer service and sales force? (5)
- Q.6 How does Sales Force Automation help CRM in growing its business? (5)
- Q.7 Explain Data mining and Data warehousing in detail. (10)
- Q.8 Explain the role of Market Basket Analysis in Data analysis. (10)