

Total No. of Questions: 7

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AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/EC603A/2025/BHMCT\_SEM6

TYBHMCT (Sixth Semester) Examination, 2025  
EC603A - CUSTOMER RELATIONSHIP MANAGEMENT  
(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Operational CRM [ 2 ]
- B) Affective Loyalty [ 2 ]
- C) Delivery gap [ 2 ]
- D) Pareto's Law [ 2 ]
- E) Customer Loyalty [ 2 ]

Q2. A) Enumerate the four steps in CRM process cycle. [ 5 ]

B) Discuss in brief about Behavioral Loyalty & Normative Loyalty with examples. [ 5 ]

Q3. A) Write in brief about customer satisfaction & customer delight. [ 5 ]

B) Discuss the components of IDIC Model in CRM. [ 5 ]

Q4. A) Explain any five important stages during implementation of CRM system. [ 5 ]

B) Describe the attributes of customer relationship management. [ 5 ]

Q5. A) What is the need for customer relationship management? (any five points) [ 5 ]

B) Write short note on Collaborative CRM. [ 5 ]

Q6. A) Explain the categories of Customer Loyalty Ladder. [ 5 ]

B) Describe any three advantages and any two disadvantages of SERVQUAL model. [ 5 ]

Q7. A) Explain the five key dimensions of service quality according to SERVQUAL model. [ 5 ]

B) Determine the benefits of CRM to a customer. (any five benefits) [ 5 ]

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