

Total No. of Questions: 4

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSM354/2025/BSCHS_SEM5

TYBSCHS (Fifth Semester) Examination, 2025
HSM354 – Customer Relationship Management
(2023 Pattern)

Time: 1 Hour

Maximum Marks: 15

Instructions: -

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

Q1. Explain the terms :

- A) Customer delight [1]
 - B) Customer profit chain [1]
 - C) Benefit of CRM [1]
 - D) Traditional Marketing [1]
 - E) C SAT SCORE [1]
- Q2. Describe any 5 key elements of CRM. [5]
- Q3. Explain the importance of service blueprinting in improving service delivery. [5]
- Q4. Analyze the link between customer satisfaction, loyalty, and profitability. [5]
