

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/DSE605A/2026/BSCHS_SEM6

TYBSCHS (Sixth Semester) Examination, 2026
DSE605A - 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) Customer Relationship Management [2]
- B) Traditional Marketing [2]
- C) Brand Loyalty [2]
- D) SERVQUAL model [2]
- E) Analytical CRM [2]
- Q2. A) Explain any five importance of Customer Relationship Management. [5]
- B) Explain the stages of Customer Relationship Management (CRM). [5]
- Q3. A) What are the benefits of Customer Loyalty Programs? [5]
- B) What do understand by a Service Blueprint? Explain its key components. [5]
- Q4. A) Write the importance of Service Blueprints. [5]
- B) Write a short note on Collaborative CRM. [5]
- Q5. A) Determine any five factors influencing Customer Satisfaction. [5]
- B) Explain Pareto's Law with example. [5]
- Q6. A) Enumerate the four steps in CRM process cycle. [5]
- B) Write the categories of Customer Loyalty Ladder. [5]
- Q7. A) Enlist any five points of Sales Intelligence in CRM. [5]
- B) Determine the benefits of CRM to an organization. [5]
