

Total No. of Questions: 7

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AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/EC603A/2026/BHMCT_SEM6

TYBHMCT (Sixth Semester) Examination, 2026
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) Behavioral Loyalty [2]
- C) Delivery gap [2]
- D) Pareto's Law [2]
- E) Customer Retention [2]

Q2. A) Explain the four tiers of a Customer Pyramid with the help of a neat diagram. [5]

B) Determine any five barriers while building loyalty. [5]

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

B) Explain any five challenges while implementing CRM. [5]

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

B) Enlist and explain the three levels of CRM. [5]

Q5. A) Explain the importance of customer relationship management. (any five points) [5]

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

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

B) Determine the five gaps in the 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]
