

Total No. of Questions: 4

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSM354/2026/BSCHS_SEM5

TYBSCHS (Fifth Semester) Examination, 2026
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) CRM [1]
- B) Customer Loyalty [1]
- C) Customer Life Time Value [1]
- D) Relationship Ladder [1]
- E) Wow Effect [1]

Q2. Explain 5 GAPS as per Servequal Model. [5]

Q3. Explain the tools to measure CUSTOMER SATISFACTION in hospitality industry. [5]

Q4. Analyze the significance of CRM in improving Quality. [5]
