

BACHELOR OF VOCATION
BPM and Analytics
Subject: Customer Relationship Management
Subject Code: GBGE105
Semester: Second
October 2020
Theory (External): 70 Marks
Time: 03 Hours

INSTRUCTIONS TO THE STUDENTS

1. Read the questions carefully and write the answers in the answer sheets.
2. Wherever necessary, the diagram drawn should be neat and properly labelled.
3. This questions paper comprises of 8 questions out of which student need to attempt any 4 questions.
4. All questions carry equal marks.
5. The time allotted will be 3 hours for examinations including time of downloading of question paper to emailing of answer books to the concerned Dean/IC.

ESSAY TYPE QUESTIONS

1. Identify the elements of Marketing Mix for Services. Explain the same taking the example of a service industry of your choice.
2. 'Technology plays a very important role in maintaining customer relationship'. Discuss.
3. Discuss the HCRM model in detail.
4. What do you mean by Sales Force Automation? Discuss the advantages and disadvantages of Sales Force Automation.
5. What do you mean by marketing environment? How does the environment affect marketing decisions?
6. What do you mean by e-CRM? Discuss its evolution and business benefits of e-CRM.
7. What is a CRM strategy? How do you develop a CRM strategy?
8. Taking the example of any restaurant you are familiar with, explain the following:
 - a) Role of CRM to attract customer.
 - b) Importance of physical evidence for it.
 - c) Challenges during COVID-19 and post COVID -19 with respect to demand and capacity. Also suggest some strategies to overcome these challenges.

*****END PAPER*****