

Unit II

4. Illustrate Issues and Strategies Effective CRM in tourism.
5. Write a descriptive note on Customer Knowledge Management and Call Centre Management in CRM.

Unit III

6. Illustrate various types of technological applications in CRM.
7. Write note on Customer Databases and Information Systems.

Unit IV

8. Critically examine the Emerging Trend of CRM in travel agency business.
9. Write a note on Five engines of e-CRM and Changing Patterns of e-CRM.

Roll No.

Total Pages : 02

CMTM/D-23

27010

CUSTOMER RELATIONSHIP

MANAGEMENT

CC-MTTM-303

Wef-2022-23

Time : Three Hours]

[Maximum Marks : 50

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

Compulsory Question

1. (i) Describe Goals of a CRM Strategy
(ii) Discuss Customer life time value.
(iii) Explain Data Mining for CRM.
(iv) Describe e-marketing.

Unit I

2. What is the concept of CRM ? Discuss the role of CRM in Indian tourism industry.
3. Write note on the Value Pyramid and Customer Interaction Cycle.