

**Note- Attempt all question. All Questions carry equal marks. In case of any ambiguity or missing data, the same may be assumed and state the assumption made in the answer.**

**Ques. 1 Answer any four Questions of the following. 4x5=20**

- a) Define e-CRM and its importance in terms of its scatteredness.
- b) Explain data mining and data warehousing.
- c) What are the biggest challenges to customer relationship management in present scenario?

**Ques. 2 Answer any four Questions of the following. 4x5=20**

- a) Explain the importance of CRM in hospitality industry.
- b) Define 6 C's of CRM
- c) What are the five key phases of customer relationship management?

**Ques. 3 Answer any Two Questions of the following. 2x10=20**

- a) Explain the CRM process.
- b) What are the 6 E's of customer relationship management?
- c) What can be the strategies which a business has to follow in order to maintain good relations with its stakeholders?

**Ques. 4 Answer any Two Questions of the following. 2x10=20**

- a) What are the biggest challenges to customer relationship management in present scenario?
- b) What can be the road map for successful business while considering the customer relationship management?
- c) Explain the various models of customer relationship management.

**Ques. 5 Answer any Two Questions of the following. 2x10=20**

- a) What are the factors need to be considered while choosing software for good CRM?
- b) Define functional CRM, analytical CRM, operational CRM and departmental CRM.
- c) Illustrate the importance of public relation in maintaining the customer relationship management.