

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BHMCT  
BRANCH: HMCT**

**SEMESTER : V  
SESSION : MO/2024**

**SUBJECT: HM308 CRM IN HOSPITALITY INDUSTRY**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Discuss the concept, scope and growth of relationship marketing.	[5]	1 2
Q.1(b)	Write the significance of Lifetime customer and customer loyalty.	[5]	1 2
Q.2(a)	Describe the various concepts of hotel marketing based on CRM.	[5]	2 2
Q.2(b)	Define consumer behavior, write the scope of consumer behavior in hotel industry.	[5]	2 3
Q.3(a)	Define the term "Customer Retention". Highlight the important customer retention strategies in hotel industry.	[5]	3 3
Q.3(b)	"Customer Lifetime Value is the key in CDP", justify the statement.	[5]	3 2
Q.4(a)	Discuss the various technological applications in CRM in the hotel industry.	[5]	4 3
Q.4(b)	What is Customer database information system? Write the various strategies of database marketing.	[5]	4 2
Q.5(a)	e-CRM in services marketing is the new buzz, explain this statement. Write the challenges involved in formulating and implementing e-CRM strategies in hotel.	[5]	5 3
Q.5(b)	Define e-CRM engine, write its important components.	[5]	5 3

**:::::21/11/2024:::::M**