

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER: V
SESSION: MO/2025**

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)	Define Customer Relationship Management (CRM). Discuss its importance in building long-term business success.	[5] 1	2
Q.1(b)	Explain the concept of Lifetime Customer and Customer Loyalty. How do they contribute to the effectiveness of CRM?	[5] 1	2
Q.2(a)	Discuss the key differences between the production, selling, and marketing concepts in understanding consumer behaviour.	[5] 2	3
Q.2(b)	Explain the nature and scope of consumer behaviour and its importance in developing marketing strategies.	[5] 2	2
Q.3(a)	What is Customer Retention? Discuss its importance and strategies used by firms to retain customers.	[5] 3	2
Q.3(b)	Explain the concept of Customer Lifetime Value (CLV) and its role in Relationship Management.	[5] 3	2
Q.4(a)	Describe the various technological applications used in CRM and explain how they support effective customer management.	[5] 4	2
Q.4(b)	What is database marketing? Discuss its role in enhancing customer loyalty and profitability.	[5] 4	2
Q.5(a)	Define e-CRM. Discuss its importance in the service marketing sector.	[5] 5	2
Q.5(b)	What are the major challenges involved in implementing e-CRM strategies in organizations?	[5] 5	2

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