

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2023)

CLASS: BHMCT
BRANCH: BHMCT

SEMESTER : VI
SESSION : SP/2023

SUBJECT: HM308 CRM IN HOSPITALITY INDUSTRY

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Write the meaning of Expectations, Satisfaction, Value and Delight.	[2] 1	1
Q.1(b)	Explain the importance of CRM in hospitality industry.	[3] 3	2
Q.2(a)	Draw the ladder of Loyalty.	[2] 1	3
Q.2(b)	Interpret the elements of customer relationship management.	[3] 2	2
Q.3(a)	Define consumer behavior in context with hospitality industry.	[2] 1	2
Q.3(b)	Explain the nature of consumer behavior in the present scenario.	[3] 2	2
Q.4(a)	Distinguish between AIDA model and customer life cycle.	[2] 2	4
Q.4(b)	Discuss the reason to have holistic marketing.	[3] 2	3
Q.5(a)	Write the various steps of customer development process.	[2] 2	2
Q.5(b)	Describe to improve customer's perception of your brand.	[3] 2	1

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