

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

CLASS: BHMCT
BRANCH: HMCT

SEMESTER :VI
SESSION : SP/2023

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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Q.1(a)	Discuss the concept & scope of relationship marketing in hospitality industry.	[5]	1 2
Q.1(b)	Illustrate the challenges and benefits of CRM in hotel industry and method to develop Lifetime Customer.	[5]	1 2
Q.2(a)	Write short notes on (i) Brand Loyalty, (ii) Group Dynamics	[5]	2 2
Q.2(b)	Discuss the individual factors affecting consumer behaviour.	[5]	2 3
Q.3(a)	Explain the process of CRM and method so that organization can understand the customer.	[5]	3 3
Q.3(b)	List the customer retention strategies applicable in hospitality industry and the impact on CLV.	[5]	3 2
Q.4(a)	Discuss the types of technological applications in CRM in context with hotel industry.	[5]	4 3
Q.4(b)	Highlight the significance of Database Management and database marketing strategies in the hospitality industry.	[5]	4 2
Q.5(a)	Differentiate between CRM and e-CRM. Highlight the challenges of e-CRM implantation in hotel industry.	[5]	5 4
Q.5(b)	Define e-CRM architecture. Create a modal or flow chart of a CRM based on your internship experience.	[5]	5 5

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