BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)

CLASS: BHMCT   SEMESTER :VI
BRANCH: HMCT   SESSION : SP/2024

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**

			CO	BL
Q.1(a)	Define CRM and it's important in Hospitality Industry.	[2]	1	1
Q.1(b)	Write the people involve in CRM.	[3]	1	2
Q.2(a)	Name the elements of CRM and its importance.	[2]	1	2
Q.2(b)	Discuss the common challenges in the hospitality Industry.	[3]	2	2
Q.3(a)	Define the term Consumer Behavior and write its elements.	[2]	2	1
Q.3(b)	Discuss the changing Consumer Behavior in Hospitality.	[3]	2	2
Q.4(a)	Explain the process of Consumer Behavior.	[2]	2	2
Q.4(b)	Differentiate between selling and marketing concept.	[3]	2	3
Q.5(a)	Write the customer development process applicable in hospitality Industry.	[2]	3	2
Q.5(b)	Highlight the importance of Relationship marketing.	[3]	2	2

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