

School of Hospitality

**Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem II - I1UA205T - Customer Relationship Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

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| 1) | How do tourism businesses view customers? | K1(2) |
| 2) | How can CRM be applied to various aspects of tourism businesses? | K2(4) |
| 3) | What is the difference between analytical and operational CRM? | K2(6) |
| 4) | Explain the role of CRM in shaping service development and design in tourism. | K3(9) |
| 5) | How has the internet influenced CRM practices, and what are some key changes it has brought about? | K3(9) |
| 6) | Explain the concept of emotional intelligence in customer service and its relevance to tourism. | K5(10) |
| 7) | How can CRM help tourism businesses anticipate and respond to changing customer preferences and market trends? | K4(12) |
| 8) | Discuss the role of personalization in E-CRM and its impact on customer satisfaction in the tourism sector. | K5(15) |
| 9) | How does E-CRM facilitate seamless multichannel integration for tourism businesses? | K5(15) |
| 10) | Discuss the key components of a customer interaction cycle in the context of the tourism industry. | K6(18) |