



MBA.T.IV/ 06.12.501

**MBA (TRAVEL AND TOURISM) DEGREE IV SEMESTER EXAMINATION
JUNE 2012**

SMT 240 3 CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. What makes customer relationship management the preferred approach to marketing in the information age?
OR
B. What are the various ways to deploy CRM? What are their advantages and disadvantages?
- II. A. As a consultant to a retail business organization, suggest a suitable customer loyalty programme.
OR
B. Why do customers defect? Explain the strategies to prevent customer defection.
- III. A. Discuss the need for data mining and its applications in CRM.
OR
B. Briefly explain the various e-CRM tools.
- IV. A. Describe the steps in developing a CRM strategy using an illustration.
OR
B. What is meant by customer touch point analysis? What are the sources of customer touch point data?
- V. A. Discuss the legal and ethical issues in CRM.
OR
B. Explain the recent trends in CRM strategies and applications.
