

TM154540A

Reg. No:.....

Name:.....

M. T. T. M. DEGREE (C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV - CORE COURSE (TOURISM & TRAVEL)
TM4C2M - CUSTOMER RELATIONSHIP AND SERVICE MANAGEMENT

Time: Three Hours

Maximum Mark: 75

PART A
Short Answer Question

I. Answer any five questions. Each question carries 3 marks.

1. What is CRM?
2. What do you mean by Customization?
3. Define Referral Marketing?
4. Define Relationship Marketing?
5. Define Customer Behavior?
6. Explain the need and importance of CRM?
7. Define Service

(5x3=15)

PART B
Short Essay

II. Answer any six questions. Each question carries 5 marks.

8. What are the key benefits of CRM?
9. What do you mean by E-CRM?
10. Mention the challenges of CRM?
11. What is Product Mix in tourism?
12. Discuss how quality service delivery is ensured in tourism business?
13. Explain the model of buyer-seller relationship?
14. State the importance of communication in building relationship?
15. What are the methods of communication in marketing?
16. What is Niche tourism market?

(6x5=30)

PART C
Essay

III. Answer any two questions. Each question carries 15 marks.

17. Compare and contrast relationship marketing with mass marketing?
18. 'Consumers are considered as king' - Substantiate
19. Explain how one could ensure "maintaining customer loyalty"
20. Give an account of theoretical foundation of relationship marketing?

(2x15=30)