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**School of Hospitality**

MBA Tourism and Travel

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

**Sem II - I1PE201T - 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*

- 1) What are the stages in the customer interaction cycle? K2 (2)
- 2) Describe the evolution of CRM from a transactional approach to a relationship-based approach. K1 (3)
- 3) What is the CRM Pyramid, and how does it illustrate customer relationships? K2 (4)
- 4) How do call centers contribute to customer contact technology strategy in tourism? K2 (6)
- 5) Discuss the impact of globalization on CRM strategies and practices. K3 (6)
- 6) What are some major CRM packages commonly used by businesses, and what features do they offer? K3 (9)
- 7) Describe the role of social media in shaping customer perceptions and behaviors in tourism. K4 (8)
- 8) What are some obstacles that businesses may face in achieving success with CRM implementations? K4 (12)

**OR**

Discuss the significance of service design in attracting tourists and creating memorable experiences. K4 (12)