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School of Hospitality
MBA Tourism and Travel
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

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) How do tourism businesses view customers? K1 (2)
- 2) Outline the strategic CRM planning process in tourism. K2 (4)
- 3) What are the potential consequences of failing to meet customer expectations in tourism? K2 (6)
- 4) What role does employee training and empowerment play in delivering exceptional customer service in tourism? K3 (9)
- 5) What ethical considerations should tourism businesses keep in mind when interacting with customers? K3 (9)
- 6) Describe a scenario where CRM tools can be used to resolve customer complaints in the tourism industry. K5 (10)
- 7) Discuss the importance of customer feedback management in E-CRM for tourism businesses. K4 (12)
- 8) Explain how service development and design can utilize technology as an enabler of service in CRM within the tourism sector. K5 (15)
- 9) Discuss the role of personalization in E-CRM and its impact on customer satisfaction in the tourism sector. K5 (15)
- 10) Discuss the objectives of a CRM process and their significance in the tourism industry. K6 (18)