School of Hospitality

Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Aug 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

1)	What are the different types of CRM?	K1(2)
2)	How can tourism businesses personalize customer experiences?	K2(4)
3)	What are some common methods for measuring customer satisfaction in tourism?	K2(6)
4)	What ethical considerations should tourism businesses keep in mind when interacting with customers?	K3(9)
5)	How can tourism businesses use data analytics to understand customer behavior and preferences?	K3(9)
6)	What strategies can tourism businesses use to encourage customer referrals and word-of-mouth marketing?	K5(10)
7)	Discuss the importance of customer feedback management in E-CRM for tourism businesses.	K4(12)
8)	Explain customer acquisition strategies commonly used in the tourism industry.	K5(15)
9)	Discuss the role of CRM managers in the strategic planning process of CRM in the tourism industry.	K5(15)
10)	Discuss the major pitfalls associated with ECRM implementation in the tourism industry.	K6(18)