



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.VOC. Programme 4th Semester Examination, 2023

**DSC41-TOURISM AND HOSPITALITY MANAGEMENT (4.1)**

**CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY AND TOURISM**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any *two* questions**

12×2 = 24

1. Explain strategies suitable for customer relationship development in the market of eco-tourism business.
2. Explain the significance of CRM. Also, discuss the components of CRM technology.
3. Explain the term customization. Bring out the benefits and problems of this strategy.
4. What are the best CRM technology practices in the Indian tourism industry?

**GROUP-B**

5. Answer any ***four*** questions:

6×4 = 24

- (a) Discuss the benefits and challenges faced in tourism relationship marketing. 6
- (b) Elucidate the process of CRM.
- (c) Write a short note on customer lifecycle management in tourism.
- (d) Define customer loyalty and suggest strategies for increasing customer loyalty.
- (e) Discuss the importance of keeping a customer database in the tourism industry.
- (f) Explain the building blocks of CRM in tourism.

**GROUP-C**

6. Answer any ***four*** questions:

3×4 = 12

- (a) Explain the benefits of a customer database.
- (b) How will you integrate CRM with business intelligence tools?
- (c) How social networking can help in maintaining relationships with customers?
- (d) List the objectives of CRM Planning.
- (e) What is CRM Value?
- (f) What is the need of CRM in Tourism?

—x—