



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.VOC. Programme 4th Semester Examination, 2022

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 the strategies for Customer Relationship Development in Eco-Tourism market. 12
2. Present the CRM '6' market model with the help of a diagram describing each component. 12
3. Is it true that CRM works the best in service sector? Justify your views with suitable examples. 6+6
4. Explain the term customization. Bring out the benefits and problems that relate to this strategy. 12

GROUP-B

5. Answer any **four** questions: 6×4 = 24
 - (a) Discuss the benefits and challenges faced in tourism relationship marketing.
 - (b) Explain the CRM process.
 - (c) Explain the different channels used to retain customers.
 - (d) Enumerate the building blocks of CRM in tourism.
 - (e) Explain customer lifecycle management in tourism.
 - (f) Write a short note on Relationship Marketing.

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) Explain various aspects of CRM.
- (b) How will you integrate CRM with business intelligence tools?
- (c) How social networking can help to maintain better relationship with customer in an organization?
- (d) What are the various customer retention strategies?
- (e) What is CRM Value?
- (f) State the importance of making itinerary.

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