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TMS 555

Fourth Semester M.B.A (TTM) Degree Examination, September/October 2022
CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours

Max. Marks : 70

- Note :** 1) Answer **all** Sections.
2) **No** additional Answer Booklet would be **given**.

SECTION – A
(Compulsory)

(1×15=15)

1. Explain how does a good Tourism Marketer can create advantages by adding service to its Core product and a Service marketer by adding tourism products. Illustrate with live examples.

SECTION – B

Answer **any five** of the following questions. **Each** question carries **eight** marks.

(5×8=40)

2. Explain the Customer expectations on complaint handling procedure in Hospitality sector.
3. Elucidate the measuring and improving service quality methods in Lufthansa airline.
4. Discuss the Customer Acquisition and Retention Procedure with relevant examples.
5. Describe the various steps involved in Managing and Sharing customer data.
6. Illustrate the Diagram of Customer satisfaction measurement scale with examples.
7. Discuss the service characteristics and their Managerial implications.
8. Explain the different levels of relationship building and its uses.

SECTION – C
(Compulsory)

(1×15=15)

9. Service is difficult to Perceive and Grasps mentally. What implications does this have on service employees inside the firm and the Customer outside the firm ? Discuss.
