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VI Semester B.B.A.M. Degree Examination, September/October - 2022**B.B.A. AVIATION MANAGEMENT****Customer Relationship Management****(CBCS Scheme 2018-2019)****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**

Answer to be written completely in English only

SECTION - A**Answer any five questions. Each question carries 2 marks.****(5×2=10)**

1. a) What is customer Relationship management?
- b) What do you mean by Integration. Business Management.
- c) What is customer Loyalty?
- d) Mention the types of consumer decision making?
- e) What do you mean by Data mining?
- f) What is analytical CRM?
- g) What do you mean by database marketing?

SECTION - B**Answer any three of the following questions. Each question carries 6 marks. (3×6=18)**

2. Explain the types of relationship marketing.
3. What are the building block of CRM? Explain.
4. Write a note on .
 - a) Vendor selection
 - b) Customer Eco-System.
5. Explain the importance of customer diversity in CRM.
6. How data mining can help in customer relationship management?

SECTION - C**Answer any three questions. Each question carries Fourteen marks. (3×14=42)**

7. What are the factors influences on Building Relationship in CRM? Explain.
 8. Briefly narrate the evolution of customer relationship management.
 9. Explain the essential elements of CRM strategy.
 10. Why is the value chain enhance customer value?
 11. Explain the best practice in Marketing technology in Indian Scenario.
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