**BFW-019**

# B.Sc. FASHION MERCHANDISING AND RETAIL MANAGEMENT (BSCFMRM)
## Term-End Examination
## December, 2017

00301

## BFW-019 : CUSTOMER RELATIONSHIP MANAGEMENT

*Time : 3 hours*                                           *Maximum Marks : 70*

**Note :** *Attempt any **seven** questions. All questions carry equal marks.*

1.  What do you understand by Service Quality ? Explain different service quality gaps.    *10*

2.  What do you mean by E-CRM ? Is it just an addition of Information Technology features to regular CRM ? Elaborate.    *10*

3.  What is the role of Customer Relationship Management in rural markets ?    *10*

4.  Explain various CRM measures undertaken in the Indian hospitality industry.    *10*

5. What is CRM comprehension ? How can one design a CRM implementation model ? *10*

6. What do you mean by customer satisfaction ? Explain with examples. Describe different models of customer satisfaction. *10*

7. What is employee-customer linkage ? Explain it with the help of diagrams and examples. *10*

8. What do you mean by Data Mining ? Explain its various tools and techniques. *10*

———