

Anjuman Islam Janjira Degree College of Science
Murud-Janjira, Raigad-402401
Affiliated to University of Mumbai
As per NEP 2020

Class: -S.Y.B. Com (Management Studies)	Subject: Major- Customer Relationship Management
Semester: - IV	Course code: -
Exam Event: - Summer 2026 (SH)	Marks: 60
Date: - 06/03/2026	Duration: - 2:00 Hours



- N.B. –**
- 1 – Attempt any Four Questions.
 - 2 – All questions have internal choice.
 - 3 – Figures to the right indicate full marks

Q. 1: Read the following case carefully and answer the questions given below:

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Royal Palm Resort, located in Lonavala, depends heavily on online bookings through travel websites and social media platforms. Recently: Negative reviews regarding room cleanliness have increased. The management does not respond to online reviews. There is no system to track customer feedback. Marketing team posts promotional content but does not engage with customers. Repeat bookings have declined by 20%. Competitors actively respond to online feedback and offer personalized discounts to returning customers. The resort now plans to implement Social CRM and Online Reputation Management strategies.

Questions:

1. Define Social CRM.
2. Identify CRM gaps in the case.
3. Explain the importance of Online Reputation Management.
4. How can Social CRM improve repeat bookings?
5. Suggest two engagement strategies.

Q. 2: Answer the Following:

- A. Discuss the significance of CRM to organization and customer. **08**
- B. State various level of evaluation of customer relationship management. **07**

OR

- C. What is wave-based customer support explain its various platform. **08**
- D. Explain various factor influencing customer loyalty. **07**

Q.3: Answer the Following:

- A. What do you understand by CRM strategy cycle how company achieve customer satisfaction through CRM cycle. **08**
- B. Define contact and lead management and its importance for organization and customer. **07**

OR

- C. Explain various stages in CRM implementation. **08**
- D. Discuss the benefit of effective business planning in CRM. **07**

Q.4: Answer the Following:

- A. Define how call centres and customer care are interrelated and discuss the types of call centres. **08**

B. Discuss the concept of cyber agent and workforce management. 07

OR

C. Explain the methods of customer satisfaction measurement. 08

D. Discuss the characteristic of a data warehouse. 07

Q.5: Answer the Following:

A. Explain EC arm and state how it differs from traditional CRM 08

B. Discuss various CRM challenges and opportunities. 07

OR

C. Define outbound communication management and explain how it is important in customer retention. 08

D. Discuss the challenges of social CRM. 07

Q. 6 Write Short notes on any 3 of Following:

1. Social CRM

2. Personalization in CRM

3. Cyber Agents in CRM

4. Value pyramid

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