

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

Class: -S.Y.C.S.	Subject: Industry and Service Management
Semester: - II	Course code: -
Exam Event: - Summer 2026(FH)	Marks: 60 marks
Date: - 11/03/2026	Duration: - 2.00 Hours

- N.B.**
1. Write any FOUR questions from the following.
 2. Draw neat labelled diagram wherever necessary.
 3. Figures to the right indicators full marks.



Q1. Answer the following

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| A. Explain the concept of project management. | 07 |
| B. Identify the of customer relationship management. | 08 |

Q2. Answer the following

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| A. Explain the techniques for gathering and understanding customer requirements in projects. | 07 |
| B. What is customer service and support? | 08 |

Q3. Answer the following

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|---|----|
| A. Explain the developing a crm implementation plan | 07 |
| B. Discuss the managing crm projects timelines and deliverables | 08 |

Q4. Answer the following

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| A. What is e- crm concept and features | 07 |
| B. Justify using analytical crm data to optimize future projects | 08 |

Q5. Answer the following

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|---|----|
| A. Explain features and need for project management | 07 |
| B. Define the concept of stakeholder management for project success | 08 |

Q6. Answer the following

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|---|----|
| A. What is enhancing customer loyalty thought out the project | 07 |
| B. Explain data mining and predictive analytics | 08 |