

Q5. Attempt any *two* questions from the following: 10x2=20

- (a) Discuss the theoretical perspectives of relationship.
 - (b) Discuss the translating needs in the requirements on the basis of customer satisfaction.
 - (c) Write detailed note on SERVQUAL model and SERVPERF model.
-

Printed Pages : 4



MAM404 (A)

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 293407

Roll No.

--	--	--	--	--	--	--	--	--	--

**MAM
(SEM. IV) THEORY EXAM. 2014-15
CUSTOMER RELATIONSHIP MANAGEMENT
(CRM)**

Time : 3 Hours]

[Total Marks : 100

Note : Attempt the questions as per given instructions.

Q1. Attempt any *two* questions from the following: 10x2=20

- (a) What are the stages of relationship? Explain the various issues of relationship.
- (b) Give a detailed description on CRM cycle.

(c) What are the various success factors in CRM? Discuss in detail.

Q2. Attempt any *two* questions from the following: 10x2=20

- (a) What is customer satisfaction? Discuss the various customer satisfaction models in detail.
- (b) What do you understand by the measurement of customer satisfaction? Explain the various methods to measure customer satisfaction.
- (c) What are the various phases of measuring of customer satisfaction? Discuss in detail.

Q3. Attempt any *two* questions from the following: 10x2=20

- (a) What are the importance and perspective of service quality in service?

(b) What do you understand by service quality gaps? Explain the various types of gap and methods to close them.

(c) What are the factors which influence the customer expectations of service? Explain in detail.

Q4. Attempt any *two* questions from the following: 10x2=20

- (a) What are the essentials of service recovery management? Discuss the service recovery strategies.
- (b) Discuss the customer recall management, the customer recall strategies and importance of CRM in the customer recall management.
- (c) Write a detailed note on CRM in aviation industry.