



UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 4th Semester Examination, 2021

DSC4.1-TOURISM AND HOSPITALITY MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY & TOURISM

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two of the following assignments

30×2 = 60

1. (a) Define CRM. Explain the significance of CRM to an organization. 10
- (b) Why do the organizations lose customer? How CRM can help prevent such loss? 10
- (c) “CRM is the biggest asset to an organisation”. Elucidate the statement. 10

2. What CRM strategies are suitable to create value to the customers? What are the building blocks of CRM? What are different types of CRM? 10+10+10

3. How data mining helps CRM? Bring out the process in data mining. What is customer Profiling? 10+10+10

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