PART A – (5 x 6 = 30 marks)

1. What do you understand by customer relations management and customer loyalty?

2. How do you measure customer satisfaction?

3. Write short notes on (a) Customer data management (b) Data warehousing and Data mining.

4. Explain the click stream analysis.

5. What is services marketing?

1. Answer any FIVE questions out of the following. All the questions carry equal marks.

Maximum: 100 marks

Time: Three hours
6. Point out some of the characteristics of services

7. Explain the current uses of service delivery and explain the accountability for service delivery.

8. What is service delivery framework?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

All the questions carry equal marks.

9. Explain the tourism and its related services.

10. What are the factors driving the buyer's purchase behavior?

11. Discuss the role of Customer Relationship Management in Tourism

12. What are the customer retention strategies?

13. What are the characteristics of the right customer feedback analysis service?

14. How to create a customer database?

15. Discuss about the development of IT and enabled services.

16. How to measure the service quality? And explain the steps to improve the same.
competition successfully. To increase market share and counter the
steady closer to their customers, maintain as well as
stay with their customers' which will enable hotels to
needs and maintain a profitable win-win relation
problems, satisfy their customer's requirements or
because the marketing concept will facilitate them
to more scientific in solving their business
failure to adopt marketing approach. This is so
cause of all these problems. This is the
The root cause of all these problems. This is the
Retention.
The hotel system and above all the "Customer
the hotel's system and above all the "Customer
core base of services, improving the probability of
operation of better service alternatives to his
provision of better service alternatives to his
space of the basic problems facing hotels today are
space of the basic problems facing hotels today are
secret here is that retention cost is very low when
secret here is that retention cost is very low when
customers toward them but also retain them. The
customers toward them but also retain them. The
marketing schemes are in a way to not only woo
marketing schemes are in a way to not only woo
in order to survive in this present world of
in order to survive in this present world of

MBMAT
IN HOTEL AND TOURISM SERVICES IN NAVI
CUSTOMER RELATIONSHIP MANAGEMENT

CASE STUDY - COMPULSORY

PART C — (1 x 20 = 20 marks)

What kind of suggestions you want to make to

Prominent features associated with a service
as the base. CRM in hotel services in India:
commitment at all levels, with the customer focus
only on marketing strategy and development but
effective. Successful hotel marketing depends not
produce a profit when provided through methods
should also be at a realistic price which will
promoting products which meet the needs of
customers and that are acceptable to them. It
range of products offered, developing, and
the quality of services rendered by widening the
The marketing in hotels should aim at improving

competitors' service is customers at a price lower than its
service reduction methods whereby being able to
target marketing strategy, which means application
and seizing market opportunities, and finally, the
geographical expansion by adopting innovation
which focuses on penetrating new areas through


The Navi Mumbai Scenario: Hotels in Navi Mumbai are facing high competition both from within the area and also from other hotels. In order to succeed under existing conditions, hotels will have to perceive the needs of its customers and devise better means of fulfilling them. In general, most of the studies on hotel sector deal with an analysis of financial aspects such as profitability, productivity and financial performance without much concentration on the customer retention, loyalty, etc., which has now changed in the recent years, with attempts being made to study certain aspects of marketing in hotels.

However, a majority of these studies have been on customer service satisfaction, without much focus on customer relationship management. Very few attempts have been made to assess the marketing function from a hotelier’s point of view. With a dearth of literature on marketing of hotel services in Navi Mumbai, it is hoped that the present study makes a humble contribution in this area.

The changes in the present day hotel environment have led to introduction of a marketing philosophy in banks. The 7 Ps, viz., product, price, promotion, place, people, process and physical evidence of a hotel can help in meeting customer needs as well as tackling competition and establishing a strong customer base with customer relationship management as a core function. With the emergence of liberalization in the Indian hotel system, there is a great change in the future hotel market scenario.

The organization structures have become more customer focused and any further reorganization would depend on future strategy which would surely have customer relationship management as a focus area. This means that the hotels are now obliged to make a serious attempt to deal with the problems affecting their future growth and profitability, with customer orientation being a non-negotiable strategy.

The origin and growth of hotel marketing is something that migrated from the west. Indian hotels are witnessing the marketing in the correct perspective only in recent times and there is still an absence of synergistic effort in this direction. But even India is feeling that the times have changed; where once upon a time most of the customers were only concerned about basic needs, today they are acutely aware of a multitude of aspects due to the emergence of competition in this sector, bringing them alive to higher levels of customer service hitherto unknown to their experience.

Though the concept of marketing has originated in hotels in the past, yet efforts have been scattered and without full exploitation of professional marketing tools. If a hotel wants to become marketing oriented and attain a sustainable competitive advantage, then there could be three types of strategies that a hotel can adopt, viz., defensive strategy which aims at protecting and retaining existing customers, offensive strategy