

Program: S.Y.B.Com Semester: IV Program Code: UGCOM01
 Course: Industry and Service Management - III Course Code: NUCM403

Duration: 2 Hour Examination Pattern: NEP – Autonomous/External Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. Q1 is Compulsory and Any 3 from Q2 to Q6.

Examination:
REGULAR

Q. 1	Solve the following case study and answer the questions mentioned below.	[15]	Course Outcome	Knowledge Level
	<p>Radiance Care Hospital</p> <p>Radiance Care Hospital is a mid-sized multi-speciality hospital in Mumbai known for affordable healthcare and polite staff. The hospital recently shifted to a new digital reporting system to improve patient experience. The management planned this as a project to streamline diagnostics and improve customer relationship management (CRM) through faster service and better communication. In the last two months, the hospital has been receiving several complaints about delayed X-ray reports. Patients often need to wait 24–36 hours instead of the promised 12 hours. Doctors also complain that treatment gets delayed.</p> <p>An internal review by the Project Manager found:</p> <ul style="list-style-type: none"> • The new digital X-ray machine frequently breaks down due to poor installation planning. • The vendor technician takes too long to respond, affecting service. • There was no proper project life cycle planning—the hospital skipped testing and training before launch. • Patient queries about report delay are not handled well, causing dissatisfaction and negative reviews. • CRM data shows repeat patients have dropped by 15% in the last month. <p>The hospital now wants to fix the issue by strengthening both project management practices and customer relationship processes.</p>		CO1	L3,L4
(a)	What was the main complaint patients had regarding the X-ray department?			
(b)	Name two reasons identified by the Project Manager for the delay in X-ray reports.			

	(c) By what percentage did repeat patients drop according to CRM data?			
	(d) Suggest two project management steps Radiance Care Hospital should take to prevent such issues in future.			
	(e) Suggest two CRM-based actions the hospital can take to rebuild trust and improve customer experience.			
Q. 2	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) Explain the concept of Project Life Cycle(PLC). Describe the various stages of PLC.		CO1	L1
	(b) What is CRM? State the various types of CRM.		CO1	L1
	(c) Describe customer centric project management along with its key elements.		CO2	L2
Q. 3	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) Give the significance of building strong customer relationship.		CO2	L2
	(b) Explain the term customer need analysis and give the various techniques used to collect information.		CO3	L2
	(c) What is customer data management? Write the steps involved in customer data management.		CO2	L1
Q. 4	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) State the types of risks that could be involved in a project.		CO2	L2
	(b) Mention the various barriers of communication.		CO4	L1
	(c) Provide a detailed explanation about the various CRM tools.		CO3	L2
Q. 5	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) Refer to the concept of digital marketing along with the various components.		CO4	L2
	(b) Differentiate between Social CRM and Digital CRM.		CO4	L4
	(c) What is customer segmentation? Give the various bases for consumer segmentation.		CO3	L2
Q. 6	Write Short Notes – ANY FIVE	[15]	Course Outcome	Knowledge Level
	(a) Stewardship principle of project management		CO1	L2
	(b) CRM		CO1	L1
	(c) Stakeholder management		CO3	L1
	(d) Data mining		CO4	L1
	(e) AIDA model		CO4	L3

	(f)	Customer lifetime value		CO4	L3
	(g)	Sales force automation		CO3	L2
	(h)	Consumer loyalty		CO3	L1