

[Time: Two Hours]

[Marks: 60]

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1 Answer the following Questions

- a) What is business relation? Explain in detail the need and importance of business Relations. (08)
 - b) What are the core competencies of Business Relationship Management? (07)
- OR**
- c) Explain in detail the Impact of communication on business relations. (08)
 - d) Explain in brief the Role of Business Relation Manager. (07)

Q.2 Answer the following Questions

- a) Describe key approaches of Customer Relationship Management. (08)
 - b) Explain in brief the Role of Customer Relations Manager. (07)
- OR**
- c) Explain the concept of channel relationship. What are the challenges in channel Relationship? (07)
 - d) What is E-CRM? What are the Benefits of E-CRM? (08)

Q.3 Answer the following Questions

- a) What is Employee relationship Management (ERM)? Explain in brief theoretical Approaches to Employee Relations. (08)
 - b) Explain in brief the importance of industrial relations. (07)
- OR**
- c) What are the challenges of Employee Relations? (08)
 - d) What are the factors influencing Employee Relationship Management? (07)

Q.4 a) Rewrite the following by choosing the correct alternative. (05)

- 1. _____ is an important stakeholder in the organization.
(Director, Supplier, Government)
- 2. _____ reflects the purpose and working of an organization
(Mission, Morals, Competitors)
- 3. Cross – selling is a sales _____ used to get a customer to spend more by
Purchasing a product that's related to what's being bought already.
(Technique, position, area)
- 4. _____ suppliers are the suppliers with whom no special intervention
Beyond the immediate transaction is needed..
(Acceptable, Transactional, Strategic)
- 5. _____ is a type of internal stakeholder.
(Government, Employees, Creditors)

b) State whether the following statements are true or false. (05)

- 1. The Company and its investors need to be on the same page about vision, scale of growth and potential exit plans.
- 2. Good Community relations can also be beneficial during times of crisis.
- 3. Suppliers do not have any role in company's success.
- 4. Directors are only executive body of the organization.



5. Business leaders should take community concerns into account while making business decision. F

c) Match the column.

(05)

	Column A		Column B
1	SRM	A	Serves as bridge 3
2	Investor relation	B	Supplier segmentation 1
3	Douglas & Lambert	C	Sustained success 2
4	Cross-selling	D	Valuable company asset 4
5	Shareholders loyalty	E	Sales technique 5

OR

Q.4 Write short notes on any three.

(15)

1. Role of Business in Social Development
2. Supplier's performance improvement process.
3. Enhancing shareholders loyalty & retention.
4. Suppliers segmentation pyramid
5. Strategies to improve community relations

