



(2 Hours)



Q. P. Code : 50195

(Total Marks : 60)

18

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q1) A) "Maintaining business relations is essential for every business enterprise" With reference to the above statement elaborate on the need and importance of business relations? (15)

OR

B) Who is a Business Relation Manager? Highlight the role of a successful business relation manager (08)

C) Elaborate on the essential principles required for sustaining business relations (07)

Q2) A) What do you understand by Customer Relationship Management (CRM)? Elaborate on the characteristics of an empowered customer & approaches for an effective CRM. (15)

OR

B) What is E-CRM? Discuss the steps involved in E-CRM (08)

C) Comment on the challenges involved in maintaining channel relationships (07)

Q3) A) What is Employee Relationship Management? Bring out the objectives and problems encountered in sustaining employee relations (15)

OR

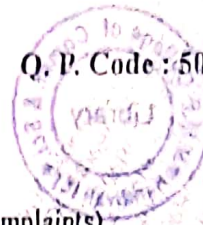
B) What are the key drivers for shifting from Industrial Relations to Employee Relations (08)

C) Write a note on essentials for an effective Employee Relationship Management (07)

Q4) A) Fill in the blanks by choosing the appropriate options given below (05)

- 1) _____ is/are essential skill(s) of a Business Relation Manager.
(Leadership/ Communication/ Administrative/ All of the above)
- 2) _____ relation is the relation between workers and management at workplace.
(Industrial/ Customer /Investor / None of these)
- 3) _____ enables satisfied customers towards repeat purchases of a particular product or brand.

TURN OVER



(Customer Needs/ Customer Loyalty/ Customer Base/ Customer Complaints)

4) _____ reflects & summarizes the purpose and working of an organization.

(Mission / Competitors / Morals / All of the above)

5) _____ is a type of internal stakeholder.

(Employees / Government / Competitors/ Press & Media)

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

- 1) Managing Diversity is one of the major challenges for Business Relationship Managers.
- 2) Effective communication ensures transparency.
- 3) Operational CRM does not include sales automation.
- 4) Community involvement builds public image & employee morale.
- 5) Social media platforms do not help in connecting with stakeholders.

C) Match the following (05)

Column A

Column B

- | | |
|--|--|
| 1) Business Relationship Management Competencies | a) Liberty in work |
| 2) Employee Relationship Management Strategy | b) Strategic Partnering |
| 3) Human Relations Approach (C) | c) Sales Technique |
| 4) Cross Selling (C) | d) Environmental Programs |
| 5) Community Relations | e) Behaviour of individuals/ groups at workplace |

OR

4. Write short notes (Any three) (15)

1. Suppliers segmentation pyramid
2. Role of business in social development
3. Primary /Internal stakeholders
4. Key to successful investor relations
5. Strategies to improve community relations

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