

m.com - II sem - IV
management of Business Relations

Marks 60

Time: 2 hrs

Note: (1) All Questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 Rewrite the following by choosing the correct alternative. 1 mark each (30)

1. ____ is the characteristic of Participative leadership. (Seeks to involve staff in the decision-making process, Employs a clear chain of command, Believes success arises from leaders and staff working together, Seeks to pick up the mood of the audience)
2. ____ type of issues is first-level managers routinely influenced by. (Long-range issues, Short-range issues, Strategic issues, Shareholder issues)
3. ____ refers to all types of relationships between parties concerned with industry. (Industrial relations, Human Relations, General relations, Employee relations)
4. Corporate public relations seek to project the image and identity of the ____ (Organisation, customer, Public, Investor)
5. Effective business communication is essentially a ____ (one-way and two-way, two-way process, three-way process, one-way process)
6. ____ as an important part of defensive marketing strategy aims at customer retention (Customer complaint management, Customer relationship management, Supplier relationship management, Marketing relationship management)
7. Effective ____ can be some of the most important skills of BRM manager. (Problem-solving skills, Soft skills, Communication Skills, Interpersonal skills)
8. Human Resource approach is also known as ____ (Productivity approach, System approach, contingency approach, Supportive approach)

9. CRM is a discipline that covers all _____ needed to build a successful relationship with the customer. (essential, elements, equipment, endeavour)
10. _____ is a business strategy that seeks to establish long-term relationships with its customers rather than focusing on a single transaction. (Interruption marketing, permission marketing, transactional marketing, relationship marketing)
11. CRM and relationship marketing focus on customer retention and _____ (mutuality, royalty, treaty, popularity)
12. _____ enables organizations to understand the requirements of customers & make improvements in their products accordingly. (Online customer feedback, Offline customer feedback, Physical customer feedback, Personal customer feedback)
13. Customer relationship management helps organizations to strengthen relationships with its _____. (customers, dealer, manufacturer, retailer)
14. A key CRM technique is to encourage existing customers to recommend friends or colleagues to purchase. This is called _____ (up sell, reactivation, Cross-sell, Referral)
15. _____ is a comprehensive sales and marketing approach to building long-term customer relationships and improving business performance. (Sales relationship management, Human relationship management, Business relationship management, Customer relationship management)
16. _____ refers to managing the relations between the various employees in an organisation. (Employee Relationship Management, Employer Relationship Management, Supplier Relationship Management, Customer Relationship Management)
17. A healthy working environment in walls openness and _____ (Communication, Mutual Reliance, Transparency, Support)

18. _____ is not a factor resulting in attrition at the workplace. (Job Dissatisfaction, Retirement, Monotony, Work-Life Balance)
19. _____ is the gradual reduction of workforce occurring through means other than firing employees. (Downsizing, Outsourcing, Attrition, Competency Mapping)
20. HRM has a _____ application. (unplanned, universal, unpleasant, unknowing)
21. High employee _____ is a state of mind where the employee has high enthusiasm to work. (motivation, leadership, morale, management)
22. _____ inculcates the habit of working together & take one's own decisions. (Sharing knowledge, Assign Authority, Exercise Power, Encouraging politics)
23. _____ can be described as one in which both parties agreed to work together to their mutual advantage. (Joint Agreement, Memorandum of association, Partnership arrangement, Article of association)
24. _____ manufacturer supply chain has the manufacturer at the hub of the chain. (Retail Distribution, Concentration, Batch Manufacturer, Process Driven)
25. A _____ can help in managing the supplier relations. (Customer, Distributor, Third-Party Manager, Government)
26. The goal of investor relations is to help corporations achieve _____ (Supplier goodwill, Employee retention, Customer satisfaction, Fair valuation of securities)
27. Any group or individual who can affect or is affected by the achievement of the organization's objective are _____ (High-income customers, Government, Public, Stakeholders)
28. _____ markets are expanding beyond boundaries and redefining the method demand and supplies are managed, (National, Global, Regional, Local)



29. _____ is a useful tool for supplier segmentation and commodity segmentation. (Customer pyramid, Employee pyramid, Supplier pyramid, Business pyramid)

30. _____ is the process defining interaction of company with that of the suppliers. (SRM, SLA, BRM, TRM)

Q.2 Answer any one of the following (7.5)

- Explain the need & importance of business relations in an organizational setup.
- Highlight the role of a business relationship manager
- Elucidate the impact of communication on business relations.

Q.3 Answer any one of the following (7.5)

- Define Customer Relationship Management. Briefly explain the features of CRM.
- Write a brief note on types of CRM.
- Define E-CRM. Explain the benefits of E-CRM in detail.

Q.4 Answer any one of the following (7.5)

- Explain in detail the concept of Employee Relationship Management. What are the key objectives of employee relations?
- Explain the various Problems and Challenges of Employee Relationship Management
- Write a note on essentials for an effective Employee Relationship Management

Q.5 Answer any one of the following (7.5)

- Bring out the impact of community relations on business
- Explain the supplier Improvement Process for Better Relations
- What are the strategies that can be used to build and maintain successful Investor Relations?