



Time: 2 Hours

Max Marks: 60

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

- Q1) Answer the following (Any two) (15)
- a) Discuss the need & importance of business relations. (08)
 - b) Who is a business relation manager? Discuss the essential qualities of a business relation manager. (07)

OR

- c) Write a detailed note on the impact of communication on business relations (08)
- d) Elucidate the trends observed in the field of business relations with special reference to the changing organizational setups. (07)

- Q2) Answer the following (Any two) (15)
- a) Define CRM and explain its importance. (8)
 - b) Explain the benefits of CRM. (7)

OR

- c) What is Customer Loyalty and how can be customers be converted to loyal customer? (8)
- d) Elaborate the process of Successful CRM implementation. (7)

- Q3) Answer the following (Any two) (15)
- a) What is employee relationship Management? Explain in brief Non theoretical approaches to Employee Relations. (8)
 - b) Explain the key drivers for shifting from industrial relations to employee relations. (7)

OR

- c) What is ERM? What are the Essentials of an Effective ERM? (8)
- d) What are the Factors Influencing Employee Relationship Management? (7)

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

1. Sales automation is the example of _____ type of CRM.
1) Operational 2) Analytical 3) Collaborative 4) geographic
2. Continuous communication, investment, employment generation develop relationships with community leaders are strategies to improve _____ relations.
1) Supplier 2) Customer 3) Community 4) Employee
3. Stakeholder _____ is a collaborative process of research, debate, and discussion drawing conclusion from multiple perspectives.
1) Mapping 2) Search 3) Discussion 4) Meeting)
4. _____ is not an objective of Employee Relationship Management.
1) To intensify conflicts at work place 2) Value addition of human capita
3) Reduction in cost centres 4) Establish democratic system
5. _____ is a feeling of injustice at the workplace.
1) Grievance 2) Counselling 3) Attrition 4) Engagement)

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

1. Recruitment is an example of Employee Relationship Management strategy.
2. Employees Absenteeism ensures productivity
3. Stakeholders want to deal with businesses which are unethical
4. CRM refers to managing the relations between the various employees in an organization
5. Press & Media is a type of internal stakeholder.

C) Match the following (05)

Column A	Column B
1. Shareholders loyalty	a) Compiling data related to client
2. Conflict management	b) Managing diversity
3. Customer Satisfaction	c) Valuable company asset
4. Operational approach	d) Challenge of employee relation
5. Trend business relation	e) Aim of CRM

OR

Q4) Write short notes on (Any three). (15)

- a) Strategies to improve community relations
- b) Secondary stakeholders
- c) Role of business in social development
- d) Need to maintain investor relations
- e) Enhancing shareholders loyalty and retention
