



(2 Hours)

[Total 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) Define Business Relations ? Discuss the importance of business relations in detail.
- b) Elaborate on the qualities essential for a successful business relation manager.

OR

- c) Explain the steps involved in creating good business relations
- d) 'Communication is the lifeline for any business relation ' - Justify with reference to importance of communication in business relations.

Q2) Answer the following (Any two). (15)

- a) Discuss the role of Customer Relations Manager
- b) What is E- CRM ? Highlight the benefits of E- CRM in detail

OR

- c) What is Channel Relationship ? Explain it's importance.
- d) Give a detailed note on the elements contributing to effective channel relationship.

Q3) Answer the following (Any two). (15)

- a) What is Employee Relationship Management ? Bring out the objectives of employee relations.
- b) Elucidate the problems and challenges encountered to sustain employee relations.

OR

- c) Discuss the key drivers for shifting from Industrial Relations to Employee Relations
- d) Give a detailed note on the factors influencing Employee Relationship Management.

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

- 1) Principle of _____ helps in earning respect and value from shareholders
(Ethics/ Commitment/ Communication/ None of these)
- 2) _____ is the first step in a successful CRM implementation
(Need Identification/ Vendor Research/ Good practices/ None of these)

- 3) _____ is an approach of Customer Relationship Management
(Marketing/ Strategic/ Analytic/ All of these)
- 4) _____ is the link between the manufacturer and the final consumer
(Distributor/ Manager/ Investor/ Competitor)
- 5) _____ is a type of primary stakeholder
(Investors/ Employees/ Customers/ All of these)

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

- 1) Repeat purchase by satisfied customers ensures customer loyalty
- 2) Customer Dissatisfaction takes place when product performance meets customer expectations.
- 3) An empowered customer is highly informed.
- 4) Lunch breaks is not an effective strategy for healthy employee relationships.
- 5) Customer Satisfaction leads to cross selling.

C) Match the following (05)

Column A

- 1) Business Relation Manager.
- 2) Service Approach.
- 3) Trend in Business Relation.
- 4) Systems Approach
- 5) Challenge to supplier relations.

Column B

- a) Damaged delivery
- b) Strategic Thinking
- c) J.P Dunlop
- d) After sales service
- e) Use of social media
- f) Project managers

Q5) Write short notes on (Any three). (15)

- 1) Supplier Improvement Process for Better Relations
- 2) Keys to successful Investor Relations
- 3) Secondary/ External Stakeholders
- 4) Role of Business in Social Development
- 5) Impact of Community Relations on Business.