

[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

