

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-2020 and thereafter)
SUBJECT CODE: 19VB/VM/CR45
B.Voc(BFSI) DEGREE END SEMESTER EXAMINATION APRIL 2021
FOURTH SEMESTER

COURSE: MAJOR CORE

PAPER: CUSTOMER RELATIONSHIP MANAGEMENT

TIME: 90 MINUTES

MAX. MARKS: 50

SECTION A

Answer all the questions:

(6X2=12Marks)

1. Define the “Customer Relation Management”.
2. Who is an impulsive customer?
3. What is market intelligence?
4. List down any four types of collection of data for CRM.
5. What is cross selling? Give an example.
6. When does a prospect become a customer?

SECTION B

Answer any two questions:

(2X4=8Marks)

7. Enumerate on the significance of Customer Relationship Management.
8. Write a short note on the Ladder of Loyalty in CRM.
9. Briefly explain the different types of Customer Relationship Management.

SECTION C

Answer any one questions:

(2X15=30Marks)

10. Discuss in detail the Customer Acquisition Model.

(OR)

Elucidate in your own words on how the traditional CRM differs from the social media CRM, quote examples wherever required.

11. Case Study – Amazon

We could spend all day throwing statistics demonstrating Amazon’s popularity around, but let’s face it – we’re all familiar with Amazon. As the world’s leading online retailer, Amazon continues to go from strength to strength, led by its enigmatic founder and CEO Jeff Bezos. But how have Bezos and the gang been so good at winning, retaining, and consolidating users of their wildly popular online platform?

By using CRM, that’s how. And if you’ve ever used Amazon (and the data says you probably have), you’ll know how hard its tailored offers, recommendations, and promotions – all based on your past purchases – can be hard to resist.

Plus, by asking its customers to register for an account, Amazon makes it extremely easy for customers to re-order. Cash-rich, time-poor consumers can pay with a click, and have their goods gracing their doorstep within 24 hours.

Answer all the questions:

- a) As per the case study how does Amazon attract its customers to make a purchase and write a short note on the same?
- b) Why do you think Amazon says that it becomes extremely easy for the customer to re-order?
- c) Who are the two different types of consumers mentioned in the case study? And what do you think are their attributes?
