

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2008-2009 & thereafter)**

**SUBJECT CODE : CM/ME/CR44**

**B.Com. DEGREE EXAMINATION APRIL 2012  
COMMERCE  
FOURTH SEMESTER**

**COURSE : MAJOR ELECTIVE  
PAPER : CUSTOMER RELATIONSHIP MANAGEMENT  
TIME : 3 HOURS MAX. MARKS : 100**

**SECTION – A**

**ANSWER ALL QUESTIONS: ( 10 x 3 = 30 )**

1. Define Relationship Marketing.
2. How do we generate commitment and trust in building customer relationship?
3. What is base profit?
4. Explain the term “bundling”.
5. What is meant by continuity marketing?
6. Differentiate between an advocate and a partner.
7. What are the differences between cross selling and up selling?
8. Outline the different stages in the life cycle of a customer.
9. Identify the different steps involved in devising a relationship strategy.
10. Who is an inactive customer?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS: ( 5 x 6 = 30 )**

11. What are the five different levels of investment in building customer relationship?
12. “Customer retention begins during the stage of acquisition”. Explain.
13. Explain the Customer Development Process from suspects to partners stage.
14. Write a short note on strategic segmentation.
15. Devise a relationship strategy for improvement for an hotelier.
16. Narrate the importance of customer database in relationship marketing.
17. What is brand equity? Explain the process involved in building customer based equity.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS ( 2 x 20 = 40 )**

18. Define Customer Retention. Explain the major Customer Relationship stages and factors affecting customer retention.
19. Explain the levels of Relationship Marketing and RM Programmes in detail.
20. What are the considerations taken for preparing a relationship marketing strategy?
21. Explain the major steps in the process of devising a loyalty based relationship Building strategy.

**\*\*\*\*\***

