

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019-20 and thereafter)

COURSE CODE: 19BA/ME/CR45

B.B.A DEGREE EXAMINATION APRIL 2023
BUSINESS ADMINISTRATION
SIXTH SEMESTER

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

Section – A

Answer ALL questions: (10x2 = 20)

1. Define CRM.
2. What do you mean by brand equity?
3. What is personal selling?
4. What is customer retention?
5. What is lifetime value concept?
6. What do you mean by switching cost?
7. Define loyalty.
8. What is regression scoring model?
9. How do you implement CRM?
10. What do you mean by size of wallet?

Section – B

Answer any FIVE questions: (5 x 8 = 40)

11. Bring out the difference between transactional and relationship marketing.
12. Discuss the significance of customer retention.
13. Explain the role of CRM Manager.
14. Discuss the framework of customer loyalty.
15. What analysis is involved in assessing the value of a customer?
16. What are the key steps in implementing CRM?
17. What is the link between customer lifetime value and the profitability of an organization?

Section – C

Answer any TWO questions: (2 x 20 = 40)

18. Discuss the different types of relationship marketing.
19. Explain the various customer retention strategy.
20. Bring out the advantages and disadvantages when implementing CRM in an organization.
21. Discuss the classification of customer with reference to loyalty.
