

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-2020 and thereafter)

COURSE CODE: 19CM/PE/CR15

M.COM. DEGREE EXAMINATION- APRIL 2023
FOURTH SEMESTER

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

SECTION - A

Answer any Six questions

(6 x 10 = 60)

1. Define CRM? Explain the levels of relationship marketing.
2. Discuss the stages of a customer life cycle.
3. Define Customer Loyalty. Discuss the marketing strategies for managing relationships and building loyalty.
4. Explain briefly the effect of Marketing activities in developing CRM.
5. Review the components of integrated marketing strategies.
6. Analyse the factors that influence customer satisfaction.
7. What is customer profiling? Discuss its importance and methods of customer profiling.
8. Outline the key components of customer acquisition process.

SECTION – B

Answer any Two Questions

(2 x 20 = 40)

- 9 “Customer Relationship Management has now become the most efficient business strategy for every business organization”. Discuss its significance for a business.
- 10 What is customer retention? Deliberate on its importance, metrics and strategies applied to retain customers.
- 11 Elucidate the steps involved in building customer-based brand equity.
- 12 "Higher customer expectation leads to a greater chance of customer dissatisfaction". Comment.
