

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

M.COM. DEGREE EXAMINATION- APRIL 2024
FOURTH SEMESTER

COURSE : ELECTIVE
COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT
COURSE CODE : 19CM/PE/CR15
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION - A

Answer any Six questions

(6 x 10 = 60)

1. Elaborate on the Steps involved in building customer-based brand equity.
2. What is ACTMAN model?
3. How effective are loyalty programs in improving customer retention?
4. What are the four levels of customer retention strategies?
5. Comment on relationship marketing in CRM.
6. Identify the bottle necks in implementing CRM.
7. Illustrate the role of customer profiling in successful CRM.
8. Why do so many CRM Projects fail? What efforts are required to ensure its success?

SECTION – B

Answer any Two Questions:

(2 x 20 = 40)

9. Elaborate the customer life cycle stages, with suitable examples.
10. Describe how a company can build and maintain customer loyalty based on relationship?
11. Discuss the factors and levels of customer satisfaction.
12. “Marketing customer service and support is top priority of CRM”. Elucidate the statement with help of a suitable examples.
