

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2009 – 2010 & thereafter)

SUBJECT CODE: CM/PE/CM43

M.Com. DEGREE EXAMINATION APRIL 2012
COMMERCE
FOURTH SEMESTER

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

SECTION A

ANSWER ANY FIVE QUESTIONS:

5*8=40

1. Define Customer Relationship Management and explain the segmentation process for a banking sector.
2. Discuss the various elements of CRM.
3. What are the formidable methods available for customer profiling.
4. Draft an investment proposal for customer retention in an IT firm.
5. Define Brand Equity. Explain the process of building customer brand equity for a reputed shoe company.
6. Identify loyalty building strategy for a beauty parlor.
7. What are the various relationship marketing programs suitable for an insurance company?
8. Explain the various reasons for customer defection.

SECTION- B

ANSWER ANY THREE QUESTIONS:

3*20=60

9. Discuss the customer lifecycle process with special reference to ACTMAN model.
10. Explain the different dimensions of loyalty and its effect on the organization.
11. What is the primary focus of CRM? Explain its relevance in business.
12. Discuss the customer retention strategies adopted by companies with a suitable example.
13. Explain how the a marketers can convert a prospect to become a partner customer.

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