

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

SUBJECT CODE: CM/PE/CM43

M.Com. DEGREE EXAMINATION APRIL 2011
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) Explain the Customer Development Process from suspects to partner's stage.
- 2) Discuss the need and measures adopted for customer profiling
- 3) What are the stages of a typical customer Life Cycle? Explain the relevance of CLV to a marketer.
- 4) Bring out the significance of the term "loyalty effect". Explain the dimensions of loyalty.
- 5) Define Brand Equity. As a manufacturer of fashion fabrics explain the relationship strategies that you would adopt to relate to your customer base.
- 6) What is brand value? Explain the ways through which it can be built and created.
- 7) Explain the causes and factors that lead to customer retention.
- 8) Create a loyalty strategy for a large scale retail outlet of your choice.

SECTION- B

ANSWER ANY THREE QUESTIONS: 3*20=60

- 9) Explain the various relationship marketing programs by referring to real life examples from industry.
- 10) Outline the CRM Strategy adopted by Pothys –a large scale retail outlet of textiles in Chennai for improving their customer relations.
- 11) Define Customer Retention. Explain the major stages of retention. Outline the strategies to be adopted to retain customers and to avoid customer retention.
- 12) Outline the strategies used for building brand equity. Explain the steps involved in the same.
- 13) Explain the significance and meaning of the term "loyalty effect".

▲▲▲▲▲▲▲▲▲▲