

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009 & thereafter)

SUBJECT CODE : CM/ME/CR44

B.Com. DEGREE EXAMINATION APRIL 2011
COMMERCE
FOURTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. What is Relationship Marketing?
2. Explain the classifications of buyers as per the “Buy-Grid Concept”
3. What is customer attrition?
4. Explain the changing role of a relationship manager.
5. Bring out the significance of the degrees of loyalty.
6. Differentiate Trade-off Analysis from Co-junct Analysis.
7. What are the differences between cross selling and up selling?
8. Write a note on CLV-Customer life cycle.
9. Identify the different types of customers of a firm.
10. What is a customer profile?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. What are the five stages of a typical customer Life Cycle? Explain.
12. What are the elements of ACTMAN as suggested by Blatterberg Cory.
13. Explain the Customer Development Process from suspects to partner’s stage.
14. Discuss the measures adopted for customer profiling.
15. Explain the significance and meaning of the term “loyalty effect”.
16. Narrate the importance of customer data bases in Relationship Marketing.
17. What is brand value? Explain the ways through which it can be created

SECTION – C

ANSWER ANY TWO QUESTIONS (2 x 20 = 40)

18. Define Customer Retention. Explain the major stages and factors affecting customer retention.
19. Explain the levels and Programmes of Relationship Marketing.
20. Explain the major steps in devising a loyalty based relationship building strategy.
21. Outline the strategies used for building brand equity. Explain the steps involved in the same.
