

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012)

SUBJECT CODE: 11CM/ME/CR53

B.Com. / B.Com.(C.S) DEGREE EXAMINATION NOVEMBER 2013
COMMERCE
CORPORATE SECRETARYSHIP
FIFTH SEMESTER

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

SECTION A - (10 x 3 =30 marks)

Answer ALL questions

1. Define Relationship Marketing.
2. What are the 5 different levels of investment in building Customer Relationship?
3. Explain the term Customer Loyalty.
4. What is meant by Up-selling?
5. Explain the term Hardwiring.
6. How is Affinity Partnering different from Co-branding?
7. Outline the different stages in the life cycle of a customer.
8. Explain the term Brand Equity.
9. What is meant by analysis of gaps?
10. What is known as base profit?

SECTION B - (5 x 6 =30 marks)

Answer any FIVE questions.

11. Explain how customer retention results in profitability in a wide range of industries.
12. Discuss in detail customer profiling.
13. Explain the fundamental concepts of Relationship Marketing.
14. How would you plan the Relationship Marketing strategy for the cellular service provider in India?
15. Customer Retention begins during the stage of acquisition. Explain.
16. What are the elements of ACTMAN as suggested by Robert C Blattberg?
17. What is database marketing? Explain the functions and applications of a database.

SECTION C - (2 x 20 =40 marks)

Answer any TWO questions.

18. Discuss in detail the Relationship Marketing Programmes and the steps involved in building Customer-based Brand Equity.
19. Explain the customer segmentation process and how firms use it in planning and managing their relationship
20. Define Customer Retention. Explain the major Customer Retention stages and factors affecting Customer Retention in a service industry.
21. Explain the major steps in the process of devising a loyalty based Relationship building strategy.
