

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

**SUBJECT CODE: 11CM/ME/CR53**

**B.Com. / B.Com.(C.S) DEGREE EXAMINATION NOVEMBER 2014**  
**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. What is meant by CRM?
2. What is customer retention?
3. Define Relationship Marketing.
4. What is customer profiling?
5. What is customer value?
6. What is customisation?
7. What is customer loyalty?
8. What is meant by Customer Satisfaction?
9. What is Target Marketing?
10. Write a short note on Customer Life Cycle.

**SECTION B - (5 x 6 =30 marks)**

**Answer any FIVE questions.**

11. Explain the importance of CRM.
12. What are the elements of ACTMAN?
13. Discuss the factors that determine Customer Satisfaction.
14. Why does an organization lose its customers?
15. How do you devise a loyalty based CRM strategy?
16. Explain the types of Relationship Marketing programmes.
17. “CRM is an organization’s biggest asset” Discuss.

**SECTION C - (2 x 20 =40 marks)**

**Answer any TWO questions.**

18. Explain the various steps involved in building a profitable customer.
19. Explain the various strategies for building customer loyalty.
20. Explain the different levels of customer retention strategies.
21. Explain the various stages of Customer Life Cycle.

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