

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 2015
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 Customer Relationship Management?
2. What is meant by Brand equity?
3. What is Customer Life Cycle?
4. What is meant by Customer loyalty?
5. What is data base marketing?
6. What is Customer retention?
7. What is integrated Marketing?
8. What is meant by B2B?
9. What is Customer profiling?
10. What is Customer acquisition management?

SECTION B - (5 x 6 =30 marks)

Answer any FIVE questions.

11. Explain the Types of Relationship Marketing.
12. What are the critical elements of customer acquisition suggested by Robert C. in ACTMAN Model?
13. Explain the factors affecting customer satisfaction.
14. List out the factors which determine the nature of Relationship marketing.

15. Explain the various types of Segmentation.
16. Differentiate between Transaction Marketing and Relationship Marketing.
17. What are the strategies to improve integrated marketing?

SECTION C - (2 x 20 =40 marks)

Answer any TWO questions.

18. Explain the stages of Customer Life cycle identified by Robert C. Blattberg.
19. What are the steps involved in Building the Customer- based Brand equity?
20. What are the factors to be considered for building loyalty through customer retention?
21. Discuss about the Major Customer Retention stages.
