

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 2016
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 relationship marketing?
2. What is meant by customer based brand equity?
3. What is customer profiling?
4. What is meant by customer acquisition?
5. What is meant by the term customer life cycle?
6. Mention any three benefits received by a company due to customer loyalty.
7. What is meant by customer satisfaction?
8. Explain the term customer retention in five lines.
9. Explain the term loyalty effect in five lines.
10. What is brand equity?

SECTION B -(5 x 6 =30 marks)

Answer any FIVE questions.

11. Explain the levels of relationship marketing.
12. Enumerate and explain the five steps to create an ideal customer profile.
13. Explain the steps involved in customer life cycle.
14. Explain the significance of customer retention and describe the customer retention stages.
15. How do you build brand loyalty through customer retention?
16. How should a company prepare for a relationship marketing strategy?
17. Describe the steps involved in building customer based brand equity.

SECTION C - (2 x 20 =40 marks)

Answer any TWO questions.

18. Explain the ACTMAN model in detail.
19. Describe the essential levels of customer satisfaction. Explain the factors affecting customer satisfaction.
20. Explain the ways in which a company can devise a loyalty based relationship building strategy.
21. Describe the strategies for improving customer relationship and explain the guidelines for implementation.
