# M.Com DEGREE EXAMINATION,APRIL 2019
## II Year IV Semester
## Customer Relationship Management

**Time : 3 Hours** **Max.marks :75**

## Section A $(10 \times 2 = 20)$ Marks

### Answer any **TEN** questions

1. Define CRM
2. Define Customer Loyalty.
3. What is Supplier Partnership?
4. Define Relationship Ladder.
5. Short note on Relationship Driver.
6. Define Relationship Survey Design.
7. What is e-CRM?
8. Define Ombudsman.
9. Define CLV.
10. Define Corporate Culture.
11. Short note on Relationship Life Cycle.
12. What are the four C's of CRM?

## Section B $(5 \times 5 = 25)$ Marks

### Answer any **FIVE** questions

13. What are the advantages of CRM?
14. What are the different levels of e-CRM?
15. Discuss the CRM Business cycle.
16. How is financial performance measured?
17. What are the components of CRM Programme?
18. What are the basic requirements of e-CRM?
19. Briefly explain the types of Customer Loyalty

**Section C** $(2 \times 15 = 30)$ Marks

Answer any **TWO** questions

20. What are the objectives of CRM?

21. What are the guidelines for CRM implementation?

22. Discuss the features of a successful Loyalty Scheme.

23. What are the criteria for creating value for customer under relationship marketing?

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