

**M.Com. DEGREE EXAMINATION, APRIL 2020**  
**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 Customer Relationship Management.
2. What is Customer Life time Value (CLV)?
3. What is Second Life Time Value (SLTV)?
4. What is Relationship Marketing?
5. What do you mean by Relationship Ladder?
6. Write a short note on Leaky Bucket Theory.
7. What is e-CRM?
8. Differentiate between CRM and e-CRM.
9. What is meant by Customer Loyalty?
10. What is Supplier Partnership?
11. What is Changing Corporate Culture?
12. What is the future of CRM?

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

Answer any **FIVE** questions

13. Explain the types of Customer Relationship Management.
14. Enlighten the need for CRM.
15. Elucidate about characteristics of Relationship Marketing.
16. Write short note on Relationship Life Cycle.
17. Explain the three dimensions of e-CRM.
18. Discuss the requisites for a Customer Relationship Survey Design.
19. Explain the approaches to monitor and control the relationships?

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

Answer any **TWO** questions

20. Discuss in detail the important business constructs related to CRM.
21. Discuss the Relationship Drivers such as (i) Risk, Salience and Education (ii) Trust and Commitment (iii) Perceived need for closeness (iv) Customer Satisfaction.
22. Explain briefly about various Customer Partnerships.
23. Discuss in detail about the various technologies adopted for Relationship Marketing.

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