

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.Com. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - IV

20PCOET4004 - Customer Relationship Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Distinguish between Customer Relationship and Categorising Relationship.
2. Mention the components of CRM solutions.
3. How does Relationship Marketing benefit to customer?
4. List down the key performance indicators of customer acquisition programmes.
5. Write a short note on Customer Acquisition.
6. Explain the basic discipline of Customer portfolio Management.
7. Define Data Mining.
8. Identify the bottlenecks in implementing CRM.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Examine the different types of CRM be an enabling factor to derive full benefits of business Environment.
10. Briefly explain about customer lifetime value (CLV) and its components.
11. Explain in detail customization strategies of various companies using 7Ps framework.
12. 'Customer Retention and Loyalty is the top priority of CRM', Elucidate the statement with the help of suitable examples.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Explain the different organizational functions that plays a key role in CRM & Discuss in detail how they are contributing towards CRM strategy with an illustration.
