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 - 2023
SEMESTER - IV
20PCOET4004 - Customer Relationship Management

Total Duration : 2 Hrs. 30 Mins.   Total Marks : 60

Section B

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

1. What are the characteristics of relationship marketing?

2. What are relationship drivers?

3. State the meaning of CLV and SLTV.

4. Write a short note on the key performance indicators of customer acquisition programmes.

5. What are the strategies followed for customer retention?

6. Bring out the basic disciplines of CPM.

7. Discuss on Recency,Frequency and Monetary value.

8. What are the economics of customer retention?

Section C

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

9. Distinguish between RM and CRM.

10. Explain the Customer Life Cycle.

11. Discuss the seven core customer management strategies.

12. What are the various types of customer loyalty?

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

13. Justify the significance of Relationship Ladder in Relationship Marketing.

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