

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.(General) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - I

23PCOET1001 - Customer Relationship Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the different categories of relationship marketing.
2. What are the 5 E's of relationship marketing?
3. Explain the benefits of CRM.
4. Classify the various types of CRM.
5. What is operational CRM tools? Which CRM tools are used for customer acquisition?
6. Classify the various strategies for customer development.
7. What is mean by customer retention? Explain its strategies.
8. Explain seven core customer management strategies.

Section C

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

9. Explain the concept of relationship life cycle and relationship ladder.
10. Explain the different types of customer loyalty.
11. Distinguish between RM and CRM.
12. Explain the basic disciplines for customer portfolio management.

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

13. What is customer acquisition? Explain the various key performance indicators of customer acquisition programmes.
