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 - 2024
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. Define Relationship Marketing. Describe the importance of Relationship marketing.

2. Explain the term 'Relationship Ladder'.

3. How the business constricts related to CRM?

4. Classify the different elements of CRM.

5. State the meaning of customer acquisition.

6. Classify the different types of customer loyalty.

7. Describe the economics of customer retention.

8. Assess the customer behavior from relationship perspectives.

Section C

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

9. Explain the characteristics of Relationship Marketing.

10. How customer profit analysis is related to understand customers?

11. Examine the strategies for customer retention and prevention of defection.

12. Evaluate the successful features of loyalty scheme.

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

13. Examine the various models of Customer Relationship Management.

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