



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**CME 2222**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**MARKS: 75**

**Time: 3 Hrs**

**Answer any FIVE of the following.**

**(5 X 15=75)**

1. Explain the role of CRM as a strategic marketing tool.
2. Enumerate customer behaviour from a relationship perspective.
3. Elaborate the process of selection of profitable customer segments.
4. Discuss the strategies for customer acquisition, retention and prevention of detection.
5. Assess the process of CRM.
6. Role of CRM managers.
7. Discuss about the CRM Life cycle.