



# SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

## UNIT TEST – 1 (September 2020)

**School: School of Retail Management**

**Program: BBA Retail Management**

**Course Name: Customer Relationship Management**

**Course Code: RETL 303 Sem: III**

**Duration: 1 Hr.**

**Total Marks: 30**

### **Instructions for Students:**

1. ALL questions are compulsory.
  2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date.
  3. Upload your answers on Google Classroom well before time.
  4. Submissions later than the time mentioned will not be accepted.
  5. Figures to the RIGHT indicate the marks.
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**Q 1. Answer any one of the following**

**(10 Marks)**

A) Define the concept of customer relationship management. Explain benefits of CRM.

**OR**

B) A company wishes to launch new toothpaste, which could prevent tooth cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. As marketing executive prepare a market research strategy to attract new customers as well as to retain existing customers, what type of customer relationship management strategy is required so that the company's new brand could be established in the market.

**Q. 2** What are the types of loyalty? Explain concept of Customer Loyalty Ladder  
in detail.

**(10 Marks)**

**Q. 3** Elaborate concept of Customer Life Cycle with examples.

**(10 Marks)**

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