

Building Long-Term Customer Relationships

Assessment

Total Marks: 30

1. Give short answers for the following questions: (16)
 - I. Discuss pros and cons of loyalty scheme.
 - II. What is SWOT analysis? How it is performed?
 - III. What is strategic CRM?
 - IV. Define customer satisfaction.
 - V. How would you differentiate between 'supplier loyalty' and 'De- Loyalty'?
 - VI. Why companies want long term relationships with customers?
 - VII. What is customer loyalty?
 - VIII. What is behavioral loyalty?

2. What is a seven stage customer journey from suspect status to advocate status? (7)

3. How an ongoing business relationship can be developed with the customers? (7)