

MAM
(SEM X) THEORY EXAMINATION 2017-18
CUSTOMER LOYALTY (Regular)

*Time: 3 Hours**Total Marks: 100***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt *all* questions in brief. **2 x 10 = 20****

- a. What is customer loyalty?
- b. Define proxy loyalty.
- c. Who are primary customers?
- d. Define customer affinity.
- e. What is brand loyalty?
- f. Define customer satisfaction/dissatisfaction.
- g. What is share of purchase?
- h. Define Behavioural Loyalty.
- i. What do you mean by recurring purchase?
- j. What is customer retention?

SECTION B**2. Attempt any *three* of the following: **10 x 3 = 30****

- a. What are the factors responsible for the formation of loyalty amongst individuals?
- b. Explain the role of social media in the growing importance of customer engagement practices in business.
- c. Bring out various factors affecting customer loyalty.
- d. What are the different types of outcomes of customer loyalty?
- e. How is loyalty built in retail industry?

SECTION C**3. Attempt any *one* part of the following: **10 x 1 = 10****

- (a) Emotional connect is a requirement for any loyal relationship. Comment.
- (b) What is loyalty conflict? How can this be overcome?

4. Attempt any *one* part of the following: **10 x 1 = 10**

- (a) What is customer lifetime value? Elaborate with examples.
- (b) Elaborate on the concept and stages of the customer life cycle.

5. Attempt any *one* part of the following: **10 x 1 = 10**

- (a) Explain the Satisfaction-Emotion Quadrant model of customer loyalty.
- (b) Bring out various drivers of customer loyalty.

- 6. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) What are the factors that affect customer loyalty outcomes?
 - (b) What do you mean by Altruism? Discuss its significance in the study of customer loyalty.
- 7. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) How do you evaluate the relationship of service quality with customer loyalty?
 - (b) Customer loyalty programmes in the aviation industry are known as frequent flyer programmes. Comment.