

### Assessment 7

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)