

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

M.Com. A&F- END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - II

24PAFET2B02 - Customer Loyalty

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. Define "conversion rate" in the context of e-commerce and explain why it's a crucial metric for online stores.
2. What is A/B testing, and how can it be used to optimize an e-commerce store's checkout process?
3. Explain the difference between "qualified traffic" and "unqualified traffic" to an e-commerce website.
4. What is a "heat map" in website analytic, and how can it provide insights into customer behavior on product pages?
5. Define "cart abandonment rate" and suggest one strategy an online store could use to reduce it.
6. What is the purpose of analyzing the "average order value," and how might an online store increase this metric?
7. Explain the concept of "customer lifetime value" and why it's a significant factor in e-commerce decision-making.
8. What are two key differences between analyzing data "quarter-over-quarter" versus "year-over-year"?
9. Describe two metrics that can help an online store assess the effectiveness of its marketing campaigns.
10. What is the purpose of analyzing product return rates, and what might a high return rate for a specific product indicate?
11. What is customer loyalty, and why is it particularly important in e-commerce?
12. Name two strategies businesses use to build strong customer relationships online.

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Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. How does the loyalty stage fit into the broader marketing funnel? What are its goals and challenges?
14. What are three specific strategies e-commerce businesses use to build trust with customers? Why is trust essential for loyalty?
15. How can online businesses foster a sense of community among their customers? Provide two examples.
16. What are the differences between CSAT and NPS surveys? When might a business use each one?
17. What are the benefits of effective post-purchase communication? Describe two methods businesses use.
18. Explain the importance of mobile optimization for e-commerce. Give five mobile-first design and development considerations that can enhance the user experience and lead to higher conversion rates on e-commerce websites.
